

CARLOS JARAMILLO



CURRICULUM VITAE

CARLOS ENRIQUE JARAMILLO ARECHIGA

Name: Carlos Enrique Jaramillo Arechiga
Date Of Birth: February/29/1984
Place Of Birth: Guadalajara, Jalisco
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EDUCATION

**Bachelor’s Degree in Communication with a specialty in Organizational Communication, Cuauhtémoc University Guadalajara, Jalisco, Mexico
Abril 2006**

Cuauhtémoc University, Zapopan, Jalisco (2005-2006)
Seminar in Creative Advertising
Diploma

ITESO University, Zapopan, Jalisco. (2009 - 2010)
Adobe premier Pro.
Diploma

Tecnológico de Monterrey, Zapopan, Jalisco. (2012 – 2013)
Marketing for non-Marketers
Diploma

WORK EXPERIENCE

Liga Mexicana del Pacífico
Marketing and Brand Manager | October 2025 – Present
Brand Manager | June 2025 – Present
Graphic Designer | September 2024 – June 2025
Guadalajara, Jalisco, Mexico

- Promoted from Graphic Designer to Brand Manager and subsequently to Marketing and Brand Manager, reflecting expanded responsibility across visual identity, brand strategy, marketing communications, creative direction, and team leadership. Key contributions include:
- Supervising a team of four professionals, coordinating workloads, establishing priorities, reviewing creative deliverables, and supporting the team in meeting quality standards and project deadlines.
- Conceptualizing and developing the Liga Mexicana del Pacífico’s visual identity for the 2025–2026 season, including the master campaign and official season logo.
- Designing and overseeing the complete broadcast graphics package used across national and international television and digital platforms.
- Developing the official logo and initial brand concept for the Serie del Caribe Jalisco 2026, supporting one of the organization’s most prominent international events.
- Leading the development and execution of brand and marketing materials across social media, digital campaigns, presentations, broadcasts, events, and promotional channels.



SOFTWARE KNOWLEDGE

Adobe Premiere Pro	●●●●●●●●○
Adobe Indesign	●●●●●●●●○
Adobe Photoshop	●●●●●●●●●
Adobe Illustrator	●●●●●●●●●
Adobe After Effects	●●●●●●○●○
Microsoft Office	●●●●●●●●●
Chat GPT	●●●●●●●○●
Anti Gravity	●●●●●●●○●
Brevo	●●●●●○●○●

OTHER

PC	●●●●●●●●●
MAC	●●●●●●●●●
CAMERA NIKON Z6 (PHOTOGRAPHY)	●●●●●●●○●

LANGUAGES

SPANISH	●●●●●●●●●
ENGLISH	●●●●●●●○●

PROFESIONAL EXPERIENCE

- Translating marketing objectives into cohesive visual campaigns that strengthen brand recognition, audience engagement, and consistency across touchpoints.
- Managing graphic design, photography, social media marketing, and brand assets while maintaining alignment with the Liga's visual standards and strategic goals.
- Collaborating with marketing, communications, production, and event stakeholders to deliver creative materials under demanding seasonal deadlines.
- Monitoring design, branding, sports-marketing, and social-media trends to identify new opportunities for audience growth and stronger visual storytelling

Maxwell Productions (Graphic Designer and Marketing Specialist) **October 2023 - Present**

As a dynamic Graphic Designer and Marketing Specialist at Maxwell Productions, I specialize in driving B2B marketing initiatives to elevate brand presence and engagement within the industry. Notable contributions include:

- Conceptualizing and producing all graphic design materials for Maxwell Corporation's prominent B2B trade shows, such as Expo Sport, Comvet, Zoo Market, Wellfit, and Petweekend.
- Strategically deploying targeted email marketing campaigns via Brevo to foster meaningful connections with B2B clients, resulting in increased attendee participation and business opportunities.
- Diligently updating and enhancing all company webpages on WordPress to reflect the latest products, services, and industry trends, thereby optimizing online visibility and customer engagement.
- Spearheading the creation of dynamic video animations tailored to B2B marketing campaigns for each trade show, effectively conveying key messages and attracting prospective clients.
- Innovatively designing and executing marketing strategies across various social media platforms to promote Maxwell Corporation's offerings and establish thought leadership within the B2B sector.

DFESA (Head of Graphic Design and Marketing) **June 2021 - August 2022**

In charge of conceptualization, designing and coordinating all the graphic design material, that is used for printing, corporate website and social media for DFESA and its allied companies (DEFESA, HACIENDA SOÑADOR AND THE MEXICAN ASSOCIATION OF CABALLO DE CALA) as well as creating and implementing all digital marketing strategies for the companies.

- In charge of creating and designing the brand guide for XOMOS, a startup company of DFESA, that will have a multilevel business structure in the cosmetic industry.
- In charge of creating all graphic design material in order to Maintain up to date all corporate web pages (DFESA, HACIENDA SOÑADOR AND LA ASOCIACION MEXICANA DE CABALLOS DE CALA).
- In charge of Developing all graphic design proposals for the development of promotional products, so that they can be developed and produced with ease.
- In charge of designing all of the marketing presentations so that they could be used present new business lines and trends to partners.
- In charge of photo shoots for new product launches
- In charge of Photography during new products launches events, and exhibitions.
- Graphic design in general.
- In charge of designing corporate web page mock ups, so that new sections could be authorized and then developed.

PROFESIONAL EXPERIENCE

INTERMODA (Communication Coordinator)

September 2019 – November 2020.

- Coordinate and generate ideal internal and external communication strategies, in order to communicate the brand's ideals and objectives during, before and after each trade show.
- Oversee the hiring process and manage third party suppliers for advertising, print, media outlets, press, and audio-visual agencies to create appealing and effective branding material to increase brand placement.
- Direct national and local press during the trade show to create a wider scope and projection of the trade show.
- Lead and manage a team of seven people who generates press releases for the one hundred different media outlets
- Ensure the correct information is being released to other media outlets.
- Plan and execute four press conferences for Intermoda.
- Develop and ensure the quality of the company's branding campaign twice a year.
- Responsible for creating and implementing a quality control strategy for the print material used before, during and after the event.

Uniterra (General Assistant Project Management)

November 2014 – July 2019

Administrate all the incoming and outgoing information for the Project Management Department, while assisting the Area Director, with various activities.

- Search for suppliers
- Graphic Design and Presentation development.
- Development and maintenance of the: Information Management System (WEB)
- Administration and Management of various architectural projects:

ADVENTA (Creative Strategic Promotions)

July 2012 – November 2014

In charge of Conceptualization of BTL Advertising Campaigns, Graphic Design and marketing for AAA clients. (Coca Cola, Pepsi, Gatorade, Mary Kay, Volkswagon, etc.)

- Photomontages of promotional products.
- Internal presentations (graphics, presentations, catalog design)
- Creation of Internal communication material and management
- Graphic design
- Creating Presentations for new promotional products.

Hispania Clothes (Graphic Designer)

September 2009 – September 2010

Responsible for creating all graphic design material for the Hispania brand, and coordinating the graphic design department, meanwhile Administrating all printing suppliers, and managing the proper installation and placement of all graphic design material.

- Maintenance and updating of the company's website.
- Event organization
- Graphic design (flyers, web page, magazine ads design, spectacular, POP material, labels, etc.)

PORTAFOLIO

CARLOS ENRIQUE JARAMILLO ARECHIGA



PORTAFOLIO

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DESARROLLO DE PRODUCTO

TAZA CON CUCHARA Y EMPAQUE

CAROLANS



CARACTERÍSTICAS:

Material: Cerámica. Impresión: Una tinta, una posición. Tamaño: 9.2 x 11 cm. Capacidad: 14 oz / 420 ml. Colores disponibles: Rojo, Naranja, Amarillo.

Empaque: Dimensiones: 22.5 x 10 x 24 cm. (ensamblado)

Cartulina eufratada 12 pts laminada con single blanco, flauta "F".

Impresión: Selección a color con barniz UV brillante. Incluye solo una ventana, sin acetato.

9,000 pzas

MX\$ 00.00 pz. + IVA

TIEMPO DE ENTREGA: 70 Días (si se desea un color especial en taza, aumentar 20 días)

2 VASOS CON EMPAQUE OPCIÓN 2

CAROLANS



CARACTERÍSTICAS:

Material: Vidrio. Impresión: Una tinta, una posición. Capacidad: 313 ml.

Empaque: Empaque: Dimensiones: 22.5 x 10 x 24 cm. (ensamblado)

Cartulina eufratada 12 pts laminada con single blanco, flauta "F".

Impresión: Selección a color con barniz acrílico. Incluye solo una ventana, sin acetato.

9,000 pzas

MX\$ 00.00 pz. + IVA

TIEMPO DE ENTREGA: 30 Días.

COASTER CON 4 COASTERS

150,000 pz.

MX\$ 00.00 pz. + IVA

MATERIAL: Lámina HD 75 líneas x pulgada. Tamaño: Coaster 9 cm dia. Impresión: selección a color. COSTO DE LA CAJA NO INCLUIDO Y POR CONFIRMAR.

LONCHERA METALICA

HERSHEY'S



CARACTERÍSTICAS:

MATERIAL: Metal IMPRESIÓN: Selección a color. DIMENSIONES: 11.8x 7.8 x 3.5 cm

150,000 pz

US\$ 0.00 pz

100,000 pz

US\$ 0.00 pz

50,000 pz

US\$ 0.00 pz

Más IVA

HERSHEY'S PROYECTO "JIRAFAS DRINK"

LAPICERA RECTANGULAR SIN BOLSAS

9,000 pzas

MX\$ 00.00 pz. + IVA

CARACTERÍSTICAS:

Tamaño: 16.3 x 6.1 x 2.4 cm. Material: Latón. Impresión: Selección a color.

TRASCA CAT

PRECIOS: MÁS IVA

2,500 sets US\$ 0.00 /set

5,000 sets US\$ 0.00 /set

Esclusivo: Laminado exterior 6 cm diámetro. Impresión: Selección a color (2 bloques). Material: Polipropileno.

PORTAFOLIO

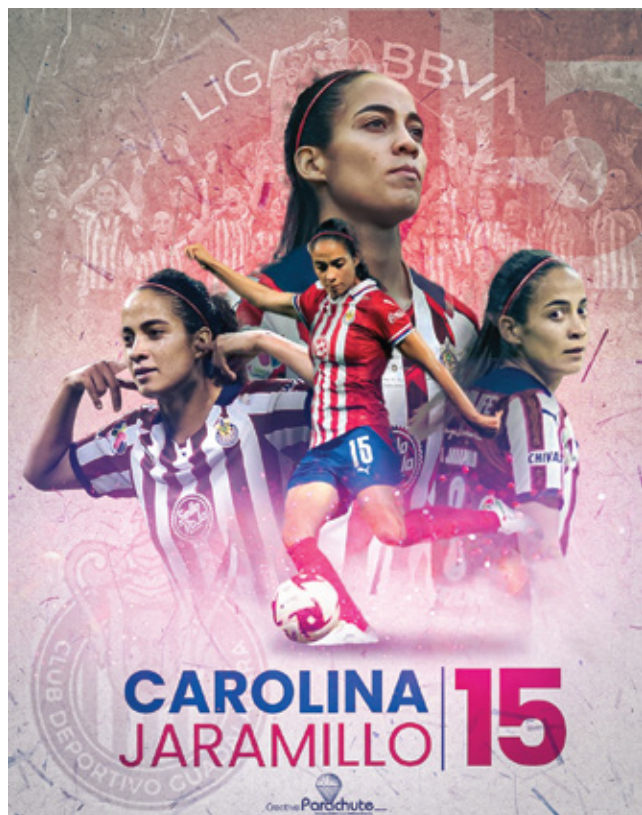
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P U N T O D E V E N T A

PORTAFOLIO

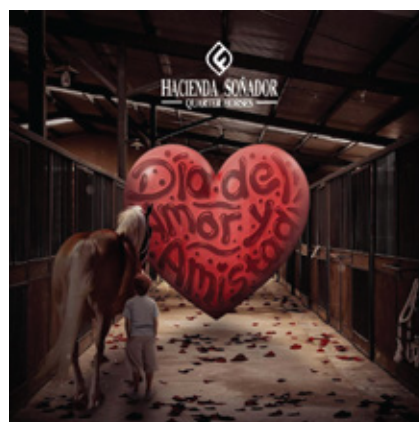
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CAMPANAS PUBLICITARIAS

PORTAFOLIO

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REDES SOCIALES

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C A M P A Ñ A S P U B L I C I T A R I A S

PORTAFOLIO

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EN COMPRAS MAYORES DE
\$10,000 PESOS
PRECIOS DE MAYOREO
ENVIAMOS A TODA LA REPUBLICA



PARA ESTA NAVIDAD
ARMA TU PAQUETE
CON **\$1,500** PESOS O MAS
Y EL ENVIO ES GRATIS
*OFERTA VALIDA PARA LA ZONA METROPOLITANA DE MX



PAQUETE ADELGACE
\$1,700 pesos
PROMOCION VALIDA HASTA AGOTAR EXISTENCIA
*NO INCLUYE ENVIO

PROTEINA
OXIDO NITRICO
QUEMADOR



CUERPOS FITNESS
PLANES DE ENTRENAMIENTO & NUTRICION 100% PERSONALIZADOS

DALE CLICK AQUI
PARA INICIAR TU TRANSFORMACIÓN FIT

PROMOCION POR EL MES DE MAYO
3 MESES X \$1,299.00
PLAN DE NUTRICIÓN + Rutina + ASESORAMIENTO
INCLUYE UNA DIETA CADA 15 DIAS Y UNA Rutina DE EJERCICIOS POR MES

PRECIOS EN PESOS MEXICANOS



2023 GUADALAJARA
★ Reining Classic ★

HACIENDA SONADOR
QUARTER HORSES
SEDE OFICIAL

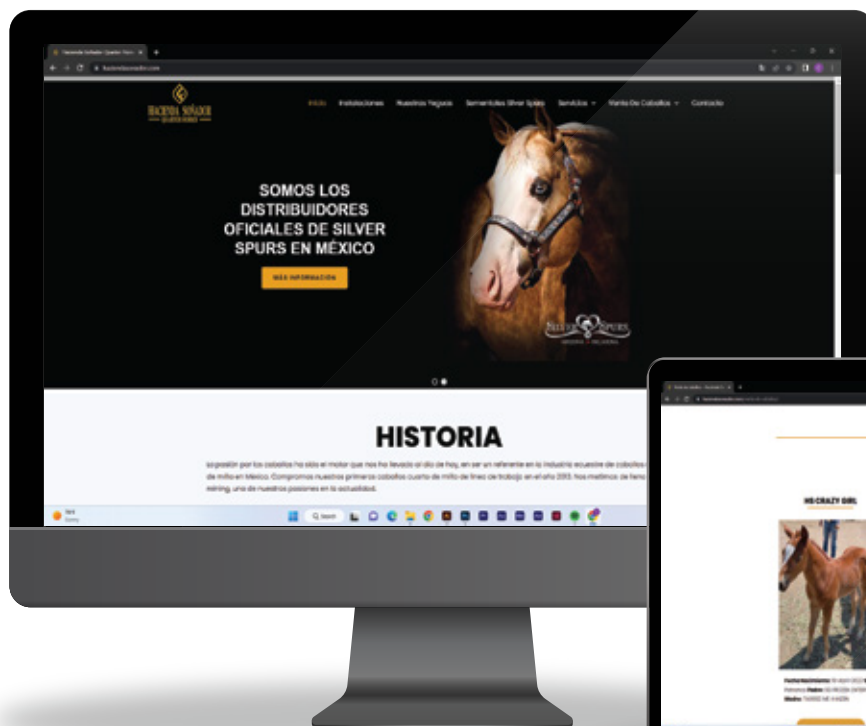
REINING PARA TODO EL AÑO
SÁBADO 03 DE JUNIO 2023
SÁBADO Y DOMINGO 09 Y 10 DE SEPTIEMBRE 2023

Logos of sponsors: Banco de México, Hacienda Sonador, Reining Classic, and others.

W E B

PORTAFOLIO

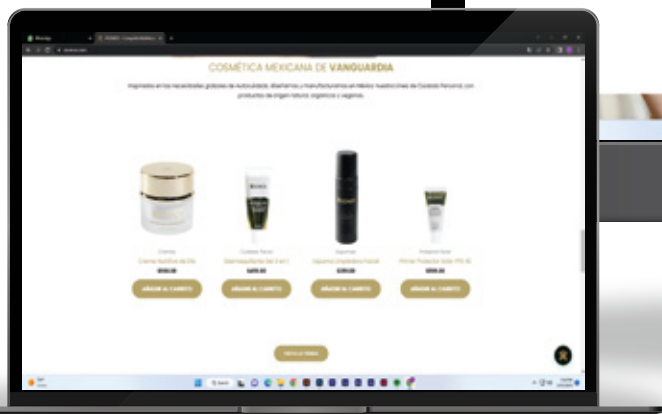
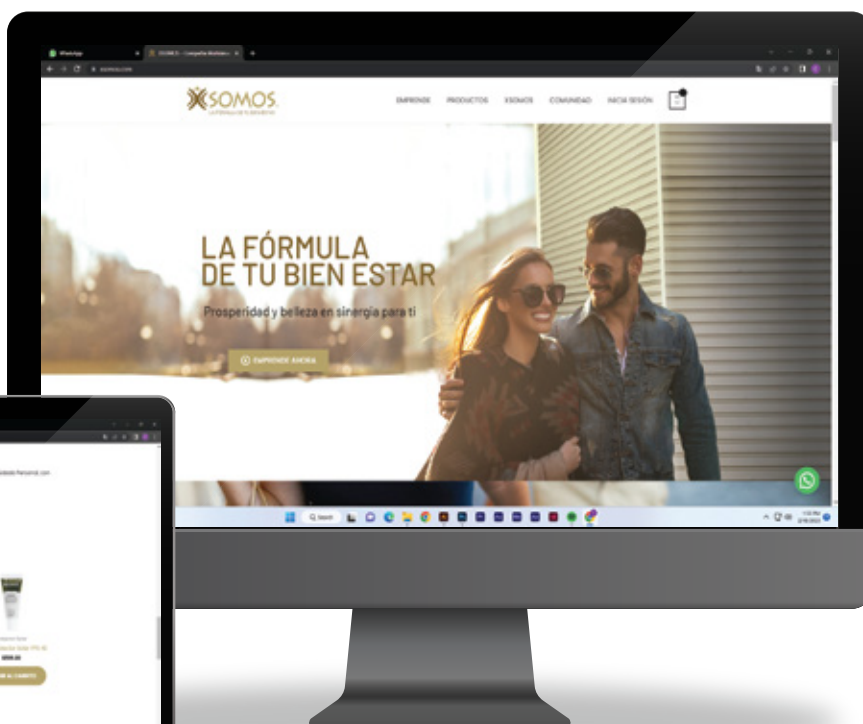
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www.haciendasonador.com
Desarrollada en: Wordpress
Activa



www.xsomos.com.mx
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Activa



W E B P A G E S

PORTAFOLIO

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IMAGEN CORPORATIVA