



## Jorge Morones Curriculum

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### **BIRTH DATE:**

- April 1973

### **FORMAL EDUCATION:**

- Marketing and advertising, 4-year program (1992-1996)
- University thesis: Mexican consumer behavior.
- Swedish certification of the degree.

### **LANGUAGES:**

- Spanish
- English
- Swedish

### **COMPUTER SCIENCE:**

- Windows system
- MS Office
- 2D and 3D design
- VB programming
- Video edition
- Other

### **PRESENT SITUATION:**

- Mexican resident in Sweden since 2001.
- Mexican and Swedish nationality.

#### **ADMINISTRATIVE EXPERIENCE:**

- Professional practices in marketing (1995).
- Local TV channel Marketing sub director (1997).
- Local TV channel Director (1998).

#### **BUSINESS EXPERIENCE:**

- Owner of a taxi car (1991).
- Personal video production business (1992-2000).

#### **TEACHING EXPERIENCE:**

- 3D animation courses for companies (1996-1999).
- University Television teacher (2000).

#### **INTERNATIONAL EXPERIENCE:**

- Personal trips to Europe.
- Work and studies in a kibbutz in Israel (1999).
- Studies and works in Sweden (2000-2003).

#### **EXPERIENCE OF MEDIA:**

- Newspaper and yearbook (1988-1990).
- Census taker leader for the national census (1990).
- Several important marketing investigations in the state (1994-1997).
- Copywriter and producer of more than 300 TV-commercials (1996-1999).
- Politic campaigns coordinator (2000).

#### **EXPERIENCE OF VIDEO:**

- Technical and artistic knowledge of video.
- Lineal and non-lineal video.
- Disk Jockey (1992).
- Sport cameraman (1993).
- Associated video producer (1992-1997).
- TV 13 and 22 local channels founder (1995, 1997).
- TV programs producer (1996).
- Finalist of the Bacardí national video contest (1994).
- 3D animation independent producer (1997-2000).
- Freelancer subtitler (2002-).

**EXPERIENCE OF PROGRAMING:**

- Developer of a Spanish language didactic software (2001).
- Developer of several commercial and non-commercial subtitling applications (2001-).

**OTHER STUDIES:**

- Model course (1988).
- Advertising course (1993).
- Acting course (1993).
- Creativity seminary (1996).
- Projects leadership conferences (Sweden 2002).
- Swedish cuisine course (2002).
- Swedish massage course (2004).

**OTHER ACTIVITIES:**

- Cheerleader and trainer (1991-1993).
  - Restaurant jobs (1992, 2000).
  - Farm production control (1995).
  - Farm jobs (Sweden 1999, 2000).
  - Personal assistant for disabled (2001-2003).
  - Swedish mail service, advertising department (2001).
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