



CARLOS ARTURO
SELLHORN FUENTES

Contact information

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Ciudad de Panamá, Rep. de Panamá
- June 21, 1975 / Married /
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WORK EXPERIENCE

Manager

June 2021 - Current Job

Grupo CADY SA

Designed grupocadysa.com, company's website. Generated content for company's social networks. Designed artwork for company's clients. Supervised, coordinated and planned projects assigned to graphic designers and production staff. I monitored the performance of the staff and the follow-up of the KPIs assigned to each person in the company. I proposed ideas and executed them. Planned advertising campaigns, selecting the most appropriate media and developing an advertising budget, maximizing the reach of the message. Development of advertising strategies. Creation of advertising content. Supervision of campaign execution. Analysis of results and necessary adjustments.

Creative Director

Sept. 2007- May 2021

Santa Clara Enterprises / Grupo Regency

Design artwork for signs, newspapers media ads and brands logos. Also design point-of-sale decorations. I created Bellini's website and all the social networks for the stores. I designed and published the content in these networks. Designed, planned, coordinated and implemented an annual advertising plan to promote themed sales for Bellini, Mercado de Calzados, Champs Sport, Naturalizer, Miami Club and Shoe Outlet stores. I presented advertising budgets for approval and made strategic, traditional and digital media buys, balancing the budget and reaching our target audience. I negotiated media advertising buys, obtaining excellent rates, discounts and bonuses. In addition, I scheduled staff design work and directed the production of printed artwork. I analyzed the publicity, which allowed me to prepare post-campaign reports and adjust future advertising strategies. As a leader, I demonstrated initiative in creating new projects and business opportunities for the organization, and directed store sales groups to achieve success in the advertising campaigns implemented.

Graphic Designer

June 2002- Ago. 2007

Grupo Cady S.A.

Created and designed graphics and visual designs for signage, window displays, press ads and other advertising materials. I worked with sales and marketing team to understand the needs and requirements of the clients, generating designs that met the needs of the stakeholders. I used Adobe Creative Suite and editing tools to produce high quality designs and ensured the designs were accurate and ready for print. I collaborated with the production team and media, to ensure that the designs were printed correctly and delivered on time. I kept abreast of the latest trends in graphic design and technologies, applying these to the designs to maintain a

competitive edge in the marketplace. I made adjustments and modifications to designs as needed, ensuring that project deadlines and budgets were met.

I worked closely with other team members, such as printers and project managers, to ensure that client specifications were met and high quality products were delivered.

In short, I created and designed graphics and visual designs, working with the sales and marketing team, using graphic design software and editing tools, thus collaborating with the production team, keeping abreast of the latest trends in design and technology.

I made adjustments and modifications to designs as needed, working closely with other team members to ensure management satisfaction.

Advertising and Graphic Design

June 2000 - April 2002

Santa Clara Enterprises / Publirama

I designed and produced, advertisements in local newspapers (La Prensa and La Critica), ensuring that the designs were effective and appealing to our target audience. I worked directly with the company's sales and marketing departments to understand their objectives and create designs that met their needs and specifications.

I used the Adobe Suite and other editing tools to generate high quality designs that met the technical and formatting requirements of the newspapers. I worked closely with the sales and marketing teams to ensure that advertisements were delivered on time and published as scheduled, avoiding media penalties.

I designed and produced other marketing and promotional materials, such as brochures, flyers and banners, for use in other advertising channels such as BTL.

Knowledge and skills

Languages

- English: Advanced written and spoken.
- Spanish: Native

Professor

March 2000 - June 2001

ULACIT / Universidad Latinoamericana De Ciencia Y Tecnología

Professor of higher education in the following subjects:

Photography, Audiovisual Production (Film and Television) and Graphic Design.

Audiovisual Specialist

Jan 1996 - Ago. 1999

USARSO - United States Army South

As an audiovisual production specialist for the U.S. Army, I covered military events in Central and South America, including peacekeeping operations. I filmed and edited video, to be used in training and promotion of the U.S. Army's mission, as well as in the historical record of their operations. I also managed the equipment and logistics necessary for audiovisual production, including coordination with other communications team members and military leadership. In addition, I was responsible for the post-production and distribution of the videos through various communications channels, including online platforms and live presentations to military and civilian personnel.



EDUCATION

Maestría en Diseño Gráfico Digital Mar 2022 / Apr 2023,
MA in Digital Graphic Design España
Universidad de La Rioja
Master / Graduated

Maestría en Publicidad Estratégica y Creativa Mar. 2020 / Feb. 2022,
MSc - Creative Advertising Strategy Panamá
Universidad de Panamá
Master / Graduated

Especialista en Docencia Superior Mar. 2021 / Feb. 2022,
Education Specialist Degree Panamá
Universidad de Panamá
Postgraduate / Graduated

Especialista en Medios Mar. 2020 / Sept. 2021,
Media Specialist Degree Panamá
Universidad de Panamá
Postgraduate / Graduated

Licenciatura en diseño gráfico Mar. 1993 / Feb. 2000,
Bachelor's in Graphic Design Panamá
Universidad de Panamá
University Level 4+ / Graduated



REFERENCES

Santa Clara Enterprises / Grupo Regency - Director Creativo /
comprador internacional

Ana matilde cornejo
Contact: anamatilde@plazareg.com / (507) 2058500

Grupo CADY SA - Gerente
Gladys Martinez
Contact: grupocadysa@gmail.com / (507) 62880281

USARSO - United States Army South - Productor audiovisual
Marshal Esquina
Contact: marshalljr@gmail.com / (507) 66600865



GOALS

To find a work organization where I can continue to develop my creative potential and make a positive impact on society. To climb the ladder within the organization to achieve my personal goals. To constantly update and train myself to keep up to date with market trends and technologies.