

DANIEL ALEJANDRO ARÉVALO CRUZ

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Contact

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Tizayuca, Hidalgo, Mexico.

My profile



Description

Creative professional with broad experience in media projects from concept and development to production and post-production. Skills in 3D modelling, design, animation, as well as with interactive media.

Highly adaptable, good with problem-solving, teamwork and leadership.

Education

Universidad Politécnica Metropolitana de Hidalgo 2019-2023

Bachelor's in Animation and Visual Effects Engineering

-General grade on a scale of 1-10: 9.71, highest score in generation.

-1st Place in the school-wide first short story contest

Santander Open Academy 2024

"Storytelling in Digital Marketing" Course

Instituto Alpha 2016-2018

Technical Specialization in Information Technologies

Experience

Universidad Politécnica Metropolitana de Hidalgo

English Teacher

SEPT 2023 - AUG 2024

Teaching the English language to large groups of undergraduate students of multiple different majors. Live, in-person teaching to students with varying levels of command over the language. Creation of educational plans, tests and projects, as well as the evaluation of them. Internal grade received through peer and student review: 4.99 out 5 stars.

Proakustics

Lead Artist and Designer "*Galería Virtual de Proakustics*" (Proakustics Virtual Gallery)

JAN 2023 – DEC 2023

Full development of the "Proakustics Virtual Gallery" project, as well as an institutional mascot using 3D software such as Autodesk Maya & Blender. The project is composed of multiple scenes in a "Choose your own adventure" structure where the audience can learn about the services and advantages the company provides in an interactive, modern and novel way. This project is publicly available on YouTube in Spanish: <https://youtu.be/QPFkF81IGzw>

Universidad Politécnica Metropolitana de Hidalgo

Community Manager

APR 2022 – DEC 2022

Social media management (Facebook and X) for the Masters in Artificial Intelligence program, and the Academia Journals Hidalgo 2022 congress. content creation and development of marketing campaigns for the same platforms. Resulted in a 300% increase in views and interactions.

Proakustics

Marketing Campaign Artist

APR 2021

Development and creation of the campaigns "Imagine with Proakustics" and "Life Without Proakustics.", along with the main institutional video on the company's main website. (<http://www.proaa.com.mx>)

SOFTWARE

- Adobe Creative Suite
- Autodesk Maya
- Blender
- Godot

PORTFOLIO & SOCIALS

Portafolio:

<http://danarevalo.neocities.org>

LinkedIn: Daniel Alejandro Arévalo Cruz

LANGUAGES

- **English:** C2 ITEP Academic Plus Certification (FEB. 2022)
+ TOEFL ITP Score 663 (MAY 2023)
- **Spanish:** Native language
- **French:** Beginner level

INTERESTS

- Creative Writing
- Cinema
- Digital Art
- Photography
- Music Production