

## MSc. Melckon Molina

### PROFESSIONAL SUMMARY

I believe that the most challenging book to read comes from the face we see in front of a mirror, and I am no exception. However, life has no meaning if it does not have at least one purpose that drives us, and in my case, three things drive me:

#### **Learning:**

In life, everything is learning, and you must be open to change, no matter how tough it may be.

#### **Sharing:**

What I learn over the time, I share it with people who need to learn from my experience. The means the method I use is teaching; through talks and workshops, applying empathy and communication as fundamental tools for teaching.

#### **Serving:**

Our journey through life is temporal, serving makes us humble, makes us aware of our surroundings and their needs. Serving is giving without judgment, giving without expecting anything in return, it is sowing a seed in our journey through life.

### CORE SKILLS:

- Branding \*\*\*\*\*
- Corporate Identity \*\*\*\*\*
- Editorial Design \*\*\*\*\*
- Design UX/UI \*\*\*
- Strategic Communication \*\*\*\*
- Digital Marketing \*\*\*

### *The process that accompanies my purpose:*

- I am curious by nature, an innate researcher, love to learn, and practice empathy.
- Divergent thinker, conflict mediator.
- Consider patience and resilience as my best allies.
- I have a knack for making friends, I enjoy teamwork and creative collaboration.
- Listen attentively, often it turns out to be a superpower.
- Enjoy to meet people and learn from them because everyone has something to share.
- Promote talent and creativity.
- Common sense is one of my biggest strengths.
- Value authentic people, I enjoy a good conversation, a good song, time alone, a genuine hug, orderly, spontaneous, transparent, perceptive, and tolerant.

### ***What I offer as a professional:***

- I am an observer: analyzing human behavior and their surroundings to determine preferences, attitudes, activities, and anything useful to connect with the heart of the consumer.
- Concept researcher for the development of communication campaigns that provide valuable content for clients and collaborators inside and outside institutions.
- My competitive advantages are: +25 years of experience in design and communication, Creativity, Communication and Marketing Strategies.
- Knowledge of Audiovisual Production (supervision and development of ideas).
- Main work tools: Adobe® Illustrator, Adobe® Photoshop, Adobe® InDesign, Adobe® XD, PowerPoint.
- Develop creative synergy with collaborators and students.
- Motivational talks, training workshops related to design, communication, and digital marketing.

### **PHRASE THAT REPRESENTS TO ME:**

We learn from the bad and enjoy the good.

### **PROFESSIONAL EXPERIENCE:**

June 2022 • June 2023

#### **Almacenes de la Construcción - El Halcón**

Marketing Department

Position: Institutional Creative

Development of communication campaigns targeted at the institution's target segment, graphic design for social media communication pieces, creative design for streets advertising, printed and digital product catalog, design of aesthetics for live campaign and promotion broadcasts.

October 2012 • December 2017

#### **Universidad Americana – UAM**

Marketing Direction

Position: Graphic Communicator

Creative development of concepts and design of communication pieces for internal departments and directions of the institution, as well as individuals and entities external to it, development of communication campaigns aimed at increasing the number of prospective students who choose UAM as the best higher education institution in Nicaragua.

March 2011 • September 2012

**Estudios Corporativos S.A - Vos Tv Canal 14**

Creative Department

Position: Graphic Creative

Design of visual aesthetics for animations on television, arts for channel's own communication campaigns (promotions, activations, launches, etc.), development of creative concepts under the supervision of the art department.

February 2009 • August 2010

**Amarome Solutions - Agencia de publicidad**

Art Department

Position: Art Director

Art direction and design of BTL communication pieces for clients such as British American Tobacco, Compañía Cervecería de Nicaragua S.A (Nicaraguan Brewing Company), Consortium Legal among other brands.

January 2008 • February 2009

**Universidad Americana – UAM**

Marketing Direction

Position: Institutional Graphic Creative

Design of communication pieces for internal departments and directions of the institution, as well as external activities, institutional stationery design.

June 2007 • September 2008

**Televisión de Nicaragua – Canal 2**

Art and Promotion Department

Position TV aesthetics designer and website maintenance

Daily updates of TVNoticias coverage on the channel's website, design of graphic aesthetics for advertising animations.

February 2004 • May 2007

**Teatro Nacional Rubén Darío**

Artistic and Technical Production Department

Position: Art Director

Development of concepts and design of communication pieces for the promotion of activities of the TNRD as well as independent productions of national and foreign artists.

September 2001 • January 2004

**Nicatechnologies S.A – Empresa Tecnológica**

Position: Graphic Creator

Template design for web pages and design for computer systems.

November 1999 • August 2001

**Mix Publicidad – Agencia Creativa**

Position: Design Assistant

August 1996 • September 1998

**Mundo gráfico – Imprenta comercial**

Position: Stationery Designer for Printing

Design of materials for printing, business cards, invoices, receipts, letterhead, stamps, advertising posters, lightweight packaging.

**CONSULTANT:**

August 2019 • June 2023

**Universidad Americana – UAM**

School of Marketing, Design, and Communication Sciences

Master's Degree Teacher in Digital Marketing

Subjects:

- User Experience - UX/UI Design
- Branding Architecture

Undergraduate Teacher

Subjects:

- Digital Workshop for Design
- Effective Presentation for Design
- Fundamentals of Creativity for Design
- Composition Fundamentals
- Illustration Workshop
- Persuasive Design

October 2021 • June 2022

**Universidad De Ciencias Comerciales – UCC**

Graduate Teacher / Communication Design Specialization

Subjects:

- Editorial Design and Web Design
- Graphic Project Management

August 2021 • June 2022

**Universidad Católica Redemptoris Mater – UNICA**

Undergraduate Teacher

Subjects:

- Creative Direction I
- Advertising Design I and II
- Editorial Design

July 2018 – Consultancy

**Virtual course "Digital Mechanics" by the United States Agency for International Development (USAID) and Casa Pellas**

Development of conceptualization and design of communication pieces

May 2017 • September 2018 – Consultancy

**Virtual Diploma "Vocation and Technique" from the United States Agency for International Development (USAID) and the Universidad Americana – UAM**

Graphic creativity of communication pieces

## **EDUCATION:**

1999 • 2005

**Universidad Politécnica de Nicaragua – UPOLI**

Bachelor's degree in graphic design

2015 • 2017

**Universidad Americana – UAM**

Master's degree in strategic communication

2017

**Universidad Americana – UAM**

Postgraduate Degree in Digital Marketing

## **LANGUAGES:**

**Spanish:** Native

**English:** B1

## **PORTFOLIO**

**<https://melckon.design>**

## **ADDITIONAL INTERESTS:**

Creativity / Music / Cinema / Technology / Video games / Photography / Theater / Egyptology  
Neurolinguistic Programming (NLP) / Personal development / Travel / Self-learning /  
Anthropology / Humanities / Medicine / Psychology / Communication / Entertainment /  
Marketing