



VALENTINA FERRER

London, United Kingdom

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Bachelor of Arts, Film Language. Universidad Central de Venezuela.

SKILLS:

Copywriting. Translation. Transcreation.

2013 – 2023

Freelance translator and copywriter for media and web content.

English-Spanish translator and Spanish copywriter for web content at Angostura Media, rodaservi.com, worldhistory.org

2003 – 2013

Director in GUAYUCO clothing brand. Factory and retail. Caracas, Venezuela

Implementation of factory and commercial locations in malls. Brand creation and positioning. Production planning. E-commerce. Factory and stores overseeing.

2000 - 2003

Programming manager. Radio Caracas Television. Caracas, Venezuela.

Rating analysis for television programs. Content versus ratings analysis on minute to minute data measurement. Program customization through audience results. Surveys on audience profiles and tastes. Results report. Script assessment. In house link with external content producers. Broadcasting schedule and grid. Promotional plan design and new products launching.

1997-1999

Freelance TV Producer and Scriptwriter. Caracas, Venezuela Atrevete a Soñar.

Promofilm. Flash. Wild Track Productions. Cesar Bolivar Producciones. Warm Weather Filmco.

1996-1997

Marketing and Programming executive. Radio Caracas Televisión. Audience measurements analysis. Program assessment.

1991-1995

Producer on TV commercials, documentaries and films, freelance

COURSES

Conflict management. Brand Leadership. TV and film script analysis

TV ratings measurement AGB. Advanced excel. Administrative Software

LANGUAGES:

Spanish, English and Italian (Celi B1 certified)

REFERENCES:

Ines Bacalao de Peña. Programming VP RCTV, currently in Bogotá +57 3164998270

Romulo Guardia. CEO ZUT.tv & Angostura Media, Caracas +58 414100008

Mihai Crasneanu. CEO watchbeem.com, Los Angeles +1 323 2748749