

# Robin Cuervo

BRAND MANAGER / CREATOR / READY TO MOVE

robincuervo@gmail.com

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## Summary

Colombian-Born Creative Designer and artist based in Seoul - South Korea, Well organized and efficient, able to relocate anywhere as different opportunities may arise. I love to develop and give life to colorful concepts and also have a deep passion for urban art and culture. I am a multi disciplinary Creative Director, Exceptionally organized and self-directed. 14 years marketing my experience, highly imaginative with many innovative ideas and engaging solutions to various communication problems across brand identity, print, packaging, environmental and digital, able to visualize solutions, Powerful Thinker. If a client requires either a logo, a strategy or a range of packaging a concept campaign or a website design concept, He/ She /they can rest assure that they will get a positive, consistent and effective experience, I am Capable of handling multiple projects concurrently. Everyday I am thankful for how fortunate I have been.

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## Experience

### **International Business Manager at GRUPOenobra s.a**

junio de 2004 - Actualidad (10 años 10 meses)

My mission: 1- to develop international marketing experience within a multinational companies,( In China and South Korea) For the company. 2- to be responsible for the development and Positioning of the Brand In Colombia Market. Enobra group is a Colombian company founded in 2003 by a bunch of professionals specialized in architecture and engineering. Enobra group is a modern company, of innovative thought, with renewal ideas about quality and service. Enobra group objectives are always to make sure of creating spaces that enrich and develop an exchange between the connection of each volume with the landscape and each space with the culture and the customs of their inhabitants. Thus enobra group wants to become the main consultant in fields like architectural design and construction for your projects

### **Creative Director / Brand Manager at myREPUBLIK&company**

diciembre de 2012 - enero de 2014 (1 año 2 meses)

The “My Republik & Cie” notebook is a fully developed, unique, esthetic and practical concept. With its original cover-photos, micro-perforated pages, maps, tips and cardboard pouch on the back it is perfectly adapted to the needs of travelers, creators and dreamers. To have one is to feel part of a community that loves paper and ink, with a sense of esthetics and a respect for ecology and society. From Colombia to the world, anywhere on this planet : WE ARE REPUBLIK ! \*\*\*\*\* “When I arrived in Colombia I thought I needed a special notebook in which to write all the magical ideas that came to mind. I felt I was part of something different and wanted somewhere special to keep those feelings” My Republik & Cie, is the result of a long investigation on the different notebooks in Colombia. It is a unique esthetic,

practical and fully developed concept, perfectly adapted to travelling and to creative dreamers who need to note down their ideas, feelings, inspirations or memories, in any place, at any time. Because we need beauty to inspire us, My Republik & Cie Notebooks have beautiful, original photos by young Colombian photographers on their covers. Because we care about the planet, My Republik & Cie Notebooks is made from acid free and recycled paper. Because we care about our people, My Republik & Cie Notebooks are hand made by single mothers. Because we continually have encounters with both important and unexpected contacts, My Republik & Cie Notebooks has a cardboard pocket on the back cover. Because we like to share our ideas with others, the last pages of My Republik & Cie Notebooks are micro-perforated and easy to tear out. Because we're curious and autonomous world citizens, My Republik & Cie Notebooks have tips and maps of the cities where the cover photos were taken ... Anywhere on the planet: WE ARE REPUBLIK ! Please Check the project here. <http://www.robincuervo.com/myrepublikcompany/>

### **FOTOGRAFO INVITADO at KBS KOREA**

2012 - 2012 (menos de un año)

Collaboration for a Korean channel KBS, Phtographer at the tv show, good morning Korea. [http://www.robincuervo.com/portfolio\\_page/kbs-invitation/](http://www.robincuervo.com/portfolio_page/kbs-invitation/) some of the pictures for the tv show. Here the Video in a Korean Television [https://www.youtube.com/watch?v=SHYIU\\_p1gzc](https://www.youtube.com/watch?v=SHYIU_p1gzc)

### **ASSOCIATED PHOTOGRAPHER / FREELANCE at Fotolia**

2000 - 2012 (12 años)

Associated Photographer since 2000, One of the most Important bank images in the world.

### **Founder / Brand Manager & Creative Director at Poordesigner**

noviembre de 2008 - diciembre de 2011 (3 años 2 meses)

After i live in New York City i realized, late 2007 "Colombian market did not have "Niche" online store", so late in 2008 i have decided to start the project . I was a Founder of one of the most important "niche" online stores in Colombia. My mission: To Grow up the Business from the scratch until be well recognized into the Colombian Market as it is now. Identified and selected Trade Fairs; Managed inventory and distribution ; Advertising & Promotion Good experience whit this " Brand new Idea" at the Colombian Markert. Video about it. <https://www.youtube.com/watch?v=cGdofgcNU0>

### **Creative Project Manager at Poordesigner**

agosto de 2009 - abril de 2010 (9 meses)

POOR DESIGNER 'S EDITION , was a project that join together more than 20 Colombian Designers,My role here was the Project Manager & Creative Director, logo (application) design package, and concep. So far i can tell for me one of the beautiful projects i have done before! thank you to all people who participated on it. See Details here. [http://www.robincuervo.com/portfolio\\_page/colombian-grafika/](http://www.robincuervo.com/portfolio_page/colombian-grafika/)

### **Creative Director at SSA BATES COLOMBIA**

enero de 2005 - febrero de 2007 (2 años 2 meses)

Creative Director for one of my favorites clients, (BAT ) British american tobacco Colombia Lucky Strike, Kool, Kent. Creative Director for Konzil, Schwarzkopf, Silueta, Creative Director Director online marketing lucky strike and kool - Colombia

*I recommendation available upon request*

### **ASSOCIATED PHOTOGRAPHER / FREELANCE at Getty Images**

agosto de 2001 - 2005 (4 años)

Associated Photographer since 2000, One of the most Important bank images in the world.

### **Junior Art Director at DELFIN STUDIO**

julio de 1998 - julio de 1999 (1 año 1 mes)

ART DIRECTOR CARTOONS(AFTER EFFECTS) ART DIRECTOR ANIMATION.

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## Publications

### **humboldt instituto Colombia Cover Photography**

plan de investigacio#n sinap Colombia 17 de agosto de 2012

Autores: Robin Cuervo, @clara matallana

Humboldt Institute 's mission is to promote, coordinate and conduct research that contributes to knowledge, conservation and sustainable use of biodiversity as a factor of development and welfare of the Colombian population . It networks with multiple organizations with capacity to influence decision -making and public policy.

### **100 Colombians 2013 Book Photography**

Fusionarte, Madrid-Spain 24 de noviembre de 2013

Autores: Robin Cuervo

i Feel Very proud about 100 Colombian Book Published part of my Colombian Photo Records ,into the that amazing project.

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## Projects

### **STREET ART DESIGN BOGOTA**

October 2014 to January 2015

Miembros:Robin Cuervo, to @garavato especial thanks !

This is part of the new Brand identity of Grupo enobra 2015, so i decided to implement it on the brand elements into the Design Fence. [http://www.robincuervo.com/portfolio\\_page/street-art/](http://www.robincuervo.com/portfolio_page/street-art/)

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## Honors and Awards

### **ROBIN CUERVO, has been selected For 100 Colombians, 2013 Edition**

Fusionarte spain

abril de 2013

A large format book eight exhibitions in Colombia and in different cities of the world containing photographs and profiles of the 100 Colombians . In fact : 100Colombianos plays a triple role . On the one hand , contributes to improving Colombia 's image abroad, an image too often stereotyped in a negative way and that overshadows the important achievements of Colombian migrants in many different fields. Second, it shows the world that Colombia is a country with enormous economic potential , with an ambitious and highly qualified professional force . And third, finds pride for residents in Colombia that many Colombians with talent and determination have achieved success far from home . Here the Promotional Video.

(President of Colombia) <https://www.youtube.com/watch?v=s72gjimxc8Q>

### **WINNER AT THE INCHEON PHOTO CONTEST**

SEOUL INCHEON VILLAGE

mayo de 2013

WINNER AT THE PHOTO CONTEST SEOUL 2013, <http://global.seoul.go.kr/>

### **2009 Letterhead & Business Cards**

ZEIXS, GERMANY

julio de 2009

ROBIN CUERVO, has been selected For Letterhead & Business Cards GRAPHIC DESIGN, BUSINESS CARDS POOR DESIGNER. COLOMBIA Köln, Alemania

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## Skills & Expertise

**Photoshop**

**adobe ilustrator**

**Lightroom**

**Premiere**

**Adobe Freehand**

**Workflow**

**Mindfulness**

**Fresh Ideas**

**Open to New Ideas**

**Business Ideas**

**Open Minded**

**MindManager**

**Chatter**

**Photography**

**Digital Photography**

**Photojournalism**

**Portrait Photography**

**Landscape Design**

**Landscape Photography**

**Expert relationship builder**

**Public Relations**

**Logo Design**

**Business Planning**

**Business Strategy**  
**Team Building**  
**Coworking**  
**Social Networking**  
**Network Design**  
**fresh new ideas**  
**I LOVE WHAT I DO!!!!**  
**Experience Design**  
**Corporate Branding**  
**Brand Development**  
**Smarty**  
**Talent Management**  
**Easy to Talk to**  
**Easily Adaptable**  
**Team Leadership**  
**Pitching Ideas**  
**Shaper**  
**People Skills**  
**Company Brochures**  
**Brochure Production**  
**Offset Printing**  
**Digital Printing**  
**Graphic Design**  
**Concepts**  
**Concept Design**  
**Web Design**  
**Concept Development**

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## Education

### **Autodidacticism**

Word press, Wordpress, 2014 - 2014

Grade: Here start my WordPress career

Activities and Societies: WORDPRESS AND WORDPRESS E COMMERCE

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Korean Language Study, Language, 2012 - 2013

Grade: Learning a new language

Activities and Societies: ###

### **Parsons School of Design**

design and management, Photography, 2002 - 2002

Grade: DESIGN

Activities and Societies: Desing

### **Universidad de Los Andes**

FINE ARTS, photography & Digital Arts, 1993 - 1999

Activities and Societies: photography

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## Interests

I Love Advertising The Best Way To Make Me Feel Useful, Freelance Jobs, Traveler, Open Mind To New Ideas And Projects, Travel, Photography, Books, Movies, Night Life, Connections, PR, Collaboration, Just Let Me Know, I Am Always Willing To Start Again .

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## Languages

<b>Español</b>	(Competencia bilingüe o nativa)
<b>Inglés</b>	(Competencia bilingüe o nativa)
<b>Francés</b>	(Competencia básica profesional)
<b>Coreano</b>	(Competencia básica)

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## Volunteer Experience

### **Photography Instructor at TWGHs C Y Ma MEMORIAL COLLEGE**

mayo de 2012 - Actualidad (2 años 11 meses)

I Get and Invitation from invited CYMA School in Hong Kong to teach kids during summer school.

### **Sales Plan at UNICEF**

diciembre de 1993 - Actualidad (21 años 4 meses)

Helping the UNICEF to sales the merchandising material to help Children.

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## 1 person has recommended Robin

"I was working with Robin Cuervo in an Advertising Agence for one year and a half. In this time he was a very creative person, nice and strategic ideas and very responsable guy."

— **Pablo Sarmiento**, *Guionista y director, Elegua Producciones*, managed Robin at SSA BATES  
COLOMBIA

[Contact Robin on LinkedIn](#)