

Nikolas Bedoya

SINCE 1984

A confident communicator with the ability to take things from notion to motion in a meteoric, yet well structured and efficient manner. High problem solving skills, with the talent to navigate obstacles on the fly through an analitical as well as an strategic m i n d s e t Experienced in evaluating suppliers, products, and services, negotiating contracts, while ensuring high-quality results. Highly skilled in assisting clients' inquiries. Conversant with working around schedules and cancellations managing complaints while proactively resolving issues

Portfolio

EXPERIENCE

eKomi - THE FEEDBACK COMPANY (Oct 2023 -)

Finance Analyst ::: Cape town - South Africa

- ▲ To scrutinise financial data and trends to guide strategic decisions in the Spanish markets.
- ▲ Develop financial models and forecasts to support business planning to solve their debt.
- ▲ Collaborate with cross-functional teams to align financial strategies with market dynamics.

VISAS CANADA (Jun 2023 - Sep 2023)

Manager - C.C.O. (Chief Creative Officer) ::: Cape town - South Africa

- ▲ Lead creative strategy and execution for branding and social media initiatives.
- ▲ Oversee design teams to ensure the delivery of innovative and effective creative campaigns.
- ▲ Drive brand awareness and engagement through targeted advertising and content strategies.

AMERICAN COLLEGES (May 2022 - Jan 2023)

C.C.O. (Chief Creative Officer) ::: Cape town - South Africa

- ▲ Develop content strategies optimized for TikTok to enhance user engagement.
- ▲ Supervise the creation and adaptation of content to maintain brand consistency across platforms.
- ▲ Collaborate with community management teams to boost brand interaction and audience growth.

2U - EDX (Jul 2021 - Apr 2022)

Enrolment & Success LATAM - ESP ::: Cape town - South Africa

- ▲ Manage bilingual customer relationships for prestigious educational institutions.
- ▲ Utilize CRM tools to analyze customer interactions and improve retention strategies.
- ▲ Develop marketing and communication strategies to effectively reach and engage Spanish-speaking audiences.

KOBO SAFARIS (Jul 2018 - Apr 2020)

Ground Operations (Southern Africa) ::: Cape town - South Africa

- ▲ Coordinate ground operations and emergency responses for tourism services.
- ▲ Manage supplier relations and itineraries to enhance travel experiences.
- ▲ Provide critical support and resolution in high-pressure environments.

INNOVATIVE SOLUTIONS (MAY 2017 - DEC 2017)

Co-Founder & Creative Director ::: Mossel Bay - South Africa

- ▲ Developed and maintained corporate identity through innovative graphic and web design.
- ▲ Managed logistics and operations to ensure efficient business processes.
- ▲ Implemented marketing strategies to promote products and services while curating content for maximum impact.

SELFMADE INC. (Feb 2017 - Aug 2017)

Image specialist (Freelance) ::: New York - USA

- ▲ Executed expert digital manipulation techniques to enhance photography.
- ▲ Generated creative concepts and executed them through editing software like Lightroom and Photoshop.
- ▲ Provided high-quality image solutions tailored to client specifications.

SUDA K - IDEAS LABORATORY (Nov 2015 - Dec 2016)

Founder - Director ::: Bogotá - Colombia

- ▲ Provided executive leadership and management for creative projects and teams.
- ▲ Directed graphic design, motion graphics, videography, and projection mapping projects.
- ▲ Spearheaded social media content creation strategies to drive engagement and brand visibility.

AV ALLIANCE (April 2014 - May 2015)

Associate Creative Director ::: Cape Town - South Africa

- ▲ Offered creative guidance and advisory services to clients.
- ▲ Designed graphics and websites, and managed client relationships.
- ▲ Produced motion graphics, videography, and projection mapping projects to enhance brand presence.

SOUTH CAPE CATERERS (Jul 2012 - Feb 2014)

Marketing & Design Director ::: Mossel Bay - South Africa

- ▲ Led graphic and web design initiatives to support marketing campaigns.
- ▲ Produced photography, motion graphics, videography, and projection mapping content.
- ▲ Developed and implemented social media content strategies to promote catering services.

EDUCATION

Graphic Design (Master) (2002 - 2008) Bogotá - Colombia

Fundacion Universitaria Jorge Tadeo Lozano

Core Subjects: History of graphic design, Art history, Photography, Editorial Design, 3d Rendering, Motion Graphics, Web Design, Introduction to Marketing and Advertising.

Audiovisual and Multimedia (Bachelor) (2002 - 2008) Bogotá - Colombia

Fundacion Universitaria Jorge Tadeo Lozano

Core Subjects: TV Production, Radio production, Video Editing, Pre and Post Production, Art history, Photography, 3d Rendering, Motion Graphics, Web Design.

Fine Arts (Master) (2002 - 2009) Bogotá - Colombia

Fundacion Universitaria Jorge Tadeo Lozano

Core Subjects: Art history, Philosophy, Drawing, Alternative means of Expression, Photography, Painting, Perception theory, Communication theory, Sculpture, Creative process, Colour theory.

CERTIFICATIONS

Export Advancement Programme - Export Training (2018)

WESGROW Cape Town & Western Cape Tourism, Trade & Investment Cape Town - South Africa

Core Subjects: Orientation to Export, Preparation to Export, Incoterms 2000, Methods of Payment, Developing an Export Marketing Plan.

Translating ideas into realities

As a seasoned creative with extensive experience in the advertising industry, I bring a unique skill set to the table. With the ability to take projects from zero to one in an efficient, organic, and well-structured manner, ensuring optimal results. My problem-solving skills are next to none, allowing me to navigate obstacles on the fly with an analytical and strategic mindset.

With a demonstrated history as an image specialist, I am well-versed in project strategies, client experience, marketing research, corporate identity, branding, photography, videography, 3D rendering, and motion graphics. Over my 20-year career, I have developed a strong and eclectic sense for anything existing as visual, spanning, online education, advertising, tourism, leisure, and film production industries.

As an expert advisor, I have provided valuable insights in lead generation, new concept strategies, graphic design, user experience (UX), user interface (UI), consumer behavior, and brand awareness for projects across diverse regions such as the USA, Colombia, South Africa, England, Australia, Mozambique, Ghana, and the Democratic Republic of Congo.

My experience and knowledge make me well-equipped to tackle challenges and deliver exceptional results. I thrive in dynamic environments and excel at crafting captivating creative solutions that resonate with target audiences. With a track record of success and a passion for pushing boundaries, I am confident in my ability to drive projects forward and achieve remarkable outcomes.

LANGUAGES



SKILLS

Conflict Handling	● ● ● ● ●
Communication	● ● ● ● ●
Leadership	● ● ● ● ●
Interpersonal	● ● ● ● ●
Sales	● ● ● ● ●
Creativity	● ● ● ● ● ●
Social Media	● ● ● ● ●
Lightroom	● ● ● ● ●
Branding	● ● ● ● ●
Conceptualization	● ● ● ● ●
Corporate Image	● ● ● ● ●
Time Management	● ● ● ● ●
Microsoft Office	● ● ● ● ●
Videography	● ● ● ● ●
Marketing	● ● ● ● ●
Client Management	● ● ● ● ●
Initiative	● ● ● ● ●

INTERESTS



SOCIAL



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CONTACT

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