

CREATIVE DEVELOPMENT FOR SOCIAL AND SUSTAINABLE DEVELOPMENT.

My professional path is, on the one hand, towards the development of creative projects that generate social and sustainable outcomes. On the other, it is driven by a strong passion and vocation for education. Along with an academic preparation in communication and advertising, social entrepreneurship and artistic direction, my professional career has led me to work on various fashion, cinema and television projects. In addition to a series of relevant awards, nominations and exhibitions, I have a vast experience developing visual content and content strategies for editorial, inbound marketing and social media purposes with a strong understanding of branding and digital transformation. This with an ongoing dedication to education by giving courses, workshops, cultural touriST guides, and lectures related to my career and knowledge topics. My work and passions have taken me to live in five different countries in three continents, next to a wide international and transcultural life experience. With over 10 years of experience in creative direction, education and content management, I work across art, education and fashion with the clear goal of achieving and creating a happier, more sustainable, creative and solidary world .

EXPERIENCE

CREATIVE

Freelance Photographer and Art Director

2021-Present
Photographer for different brands, editorials and projects. Some of the brands: The Dash and Dot, Mishino, Kegham Djeghalian's Fashion Editorial Course, among others. Photojournalism for Alto Press.

Assistant Art Director

58 Facettes
September - December 2022
- Right hand of the Creative Director
- Packshot photography and retouching
- Creative and editorial photography for social media, PR and overall media purposes
- Responsible of visual identity of the brand
- Design and elaborate new marketing concepts
- Creation of visuals and graphics (editorial design, visual merchandising and overall design for print and online projects)
- Develop the sustainable features of the product and all the creative applications.
- Visual merchandising for pop-up store and live events.

Assistant Photographer for Benjamin Kanarek

January 2022 - Present
For ELLE and Grazia Editorials

Studio Assistant

Stine Goya
June 2022
- Overall assistantship for Showroom during Paris Fashion Week SS 2023
- Product and Event Photography at Showroom

Exhibition Manager

Paris College of Art
August 2021-May 2022
Coordinate exhibitions in "La Vitrine" at Paris College of Art.

Event Manager

Rataplan
2019-2021
Team leadership and event planning and management for kids' and social events.

Wardrobe Assistant

"El Secreto de Selena"
2018

Production Assistant

Martin De Thurah's "Mountain"
2012

TEACHING

Experience in creating unique courses, lecturing and evaluating end-of-term projects. From private classes to master classes in front of big audiences, I have led a wide variety of international groups from different ages and levels.

Sustainability in Fashion at Istituto Marangoni - April 2023 to present (France).

Finance and CreditRisk, Business English at Exchange College - February 2023 to July 2023 (France)

Sustainable Design Workshop at Paris College of Art - January 2022 (France)

English Teacher at Friends for Asia Foundation - September 2019 (Thailand)

Fashion Management, Fashion Strategy in BA in Fashion Design at Universidad Iberoamericana - August 2018- August 2021 (Mexico)

Fashion Management, Sustainable Fashion Design in BA in Fashion Design and BA in Fashion Marketing at Universiada Jannette Klein - January 2019 - August 2021 (Mexico)

Fashion History in BA in Communication at Universidad Panamericana - January - May 2021 (Mexico)

Digital Marketing and Personal Strategic Communication and Branding in Continuing Education School at Universidad Panamericana - June 2013-Present (Mexico)

AWARDS AND EXHIBITIONS

"The Lies We Need"

Finalist nominee at at the Student World Impact Film Festival 2022 (SWIFF)

Honouralbe Mention at the Student World Impact Film Festival 2022 (SWIFF)

<https://filmfreeway.com/SWIFF-TLI>

"The Lies We Need"

Officially Selected at at ASVOFF 2022

<https://www.ashadedviewonfashionfilm.com/>

Collection #3 (Lusted Men)

Photography Exposition at Feÿ Festival September 2022

Photography Exposition at "Dérirés" at 110 Gallery, Paris. Photography presented alongside propositions from 8 artists from the French scene (Solene Ballesta, Rebecka Deubner, Arthur Gillet, Karla Hiraldo Voleau, Sarah Kalvar, Kim, Mila Nijinsky et Alireza Shojaian)

"The Lies We Need"

Exposition: Yearbook 2022, July 2022

<https://shutterstock.org.uk/exhibition-yearbook-2022/>

"The Lies We Need" screening

Bastille Design Center, Paris, May 2022

Paris College of Art Group Exhibition

Fondation des États-Unis, Paris, January 2022

Moda Sostenibile Défilé

Embajada del Perú en México, Mexico City, November 2018

ENTREPRENEURSHIP

Founding Director and Creative Director EFE EFE
October 2017 - February 2021

- Creative Direction: visual and executive strategy of the slow fashion brand
- Product Management from design to delivery.
- Sustainable and zero waste design of a wide variety of products
- Designed and led e-commerce strategy creating sold -out camoaigns



FERNANDO FIERRO

ferjimfier@gmail.com

+33(0)695973698

@ferjimfier

@ferjimfier

/in/ferjimfier

www.ferjimfier.com

EDUCATION

MA in Social Entrepreneurship
2015-2016
Goldsmiths College, University of London (London)

MA in Fashion Film and Photography
2021-2022
Paris College of Art (Paris)

Specialisation in Advertising and Public Relations
2010-2011
Universidad Panamericana (Mexico City)

BA in Communications
2006-2010
Universidad Panamericana (Mexico City)
Studying Abroad program at Depaul University (Chicago)

CERTIFICATIONS

AI Foundations for Business
IBM, 2020

Finance Management for Creative Professionals
CENTRO, 2015

Art Direction
Centro de Capacitación Cinematográfica, 2012

Business Etiquette and Protocol
Universidad Panamericana, 2012

SKILLS

English - Bilingual
French - Advanced Professional
Spanish - Native

Highlighted Skills: Art Direction, Design, Sustainable Strategy, Creativity, Social Entrepreneurship and Leadership

Creative Software: Photoshop, Illustrator, InDesign, Lightroom, Premier, Canva

Management Software: Word, Excel, Power Point, Keynote, Wordpress, Shopify, Hubspot

HOBBIES

- Painting, writing and art related activities such as visiting museums, galleries and cultural traveling.
- Volunteering in activities related to education and social development.
- Hiking.
- Gardening.