

PROFILE	INFO / CONTACT
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I've spent more than 15 years working on communication, design, and audiovisual projects for brands, cultural institutions, and independent initiatives. I like to be involved throughout the process: understanding what needs to be communicated, finding the best way to tell the story, and seeing it through until the idea becomes something tangible. That approach has led me to work across art direction, design, production, digital content, and team coordination, always aiming to give each project a clear identity and bring it to life with care.



Ciudad de México
soy@germinalcampos.com
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EDUCATION	PORTFOLIO
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UAM Xochimilco
B.A. in Social Communication
(Degree completed)

germinalcampos.com

ESCAM
Studies in Music Composition and Arrangement
(Incomplete)

LANGUAGES

English
(Intermediate)

PROFESSIONAL EXPERIENCE

CINE DEMENTE / ALL WAYS ON

Co-founder / Creative Director / Producer | 2024–Present

- Creative direction and production of audiovisual projects, digital campaigns, branding and web development.
- Concept development and execution of content, video, design and visual storytelling.
- Technical production, team coordination and end-to-end project management.
- Client, collaborator and specialized vendor relations.

ENFANT POULET / LES TERRIBLES

Lead Designer / Project Manager / Art Director | 2018–2025

- Art direction, design and production of digital campaigns for national and international brands.
- Coordination of multidisciplinary teams across design, copy, animation, video and development.
- Account management, production workflows, budgets, schedules and multi-format deliverables.
- Development of identities, editorial content, websites, paid media, in-app assets, video and motion graphics.

ATELIER FORTALECIMIENTO DE MARCAS

Art Director / Digital Content Producer | 2014–2018

- Development of identities, campaigns and communication materials for brands, institutions and independent projects.
- Graphic design, digital content, audiovisual production and institutional communication.
- Art direction and coordination of deliverables for print, digital and audiovisual media.

ÁGORA ESTUDIO

Communication / Production / Cultural Management | 2012–2014

- Planning and production of exhibitions, concerts, workshops and cultural activities.
- Development of communication, outreach and engagement strategies.
- Relationship management with artists, media, institutions and cultural communities.

PRODUCCIONES MARCA DIABLO

Filmmaker / Editor / Producer | 2010–2012

- Audiovisual production, camera work, video and audio editing.
- Participation in documentaries, campaigns and content for multiple media platforms.
- Coordination of production and post-production workflows.

CONTRA EL SILENCIO TODAS LAS VOCES

Producer / Audiovisual Filmmaker | 6th and 7th editions

Production and editing of promotional spots, calls for entries and audiovisual materials.

- Camera work and adaptation of content for different formats.
- Collaboration on the festival audiovisual communication.

JOVEN CULTURA HUMANA A.C.

Founder / Cultural Events Producer | 2003–2005

- Planning and production of concerts, gatherings and cultural activities.
- Communication, logistics and liaison with artists and venues.
- Development of outreach strategies and community building.

INDEPENDENT MUSIC PRODUCTION AND CULTURE

Musician / Producer / Promoter | 2001–Presente

- Participation in music projects, recordings, concerts and festivals.
- Production and promotion of independent events and music projects.
- Creation of music and audiovisual content.
- Collaboration with artists, venues, cultural networks and independent spaces.