

The image shows a portfolio cover with a blue gradient background. On the left, there are two overlapping rectangular blocks: a light blue one in front of a darker blue one. The word 'PORTFOLIO' is written in large, white, bold, sans-serif capital letters, centered in the upper half. Below it, the name 'E F R A I N' is on one line and 'S A L I N A S' is on the next line, both in smaller white capital letters. At the bottom, the year '2 0 2 0' is written in the same small white capital letters.

PORTFOLIO

E F R A I N
S A L I N A S
2 0 2 0

EFRAIN SALINAS

GRAPHIC DESIGN / PORTFOLIO

CONTACT

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EDUCATION BACKGROUND

Universidad IberoAmericana
Campus Tijuana
2001 - 2006

Extracurricular
1999 - 2007

Languages

Degree in Graphic Design.
Advertising and Marketing.

International Congress "Esquina Norte 2003"
Specialized Computing Center of Tijuana
Entry Programming and Network Systems Certificate
Certified in Digital Design and Web Page Design

Spanish ●●●●●●●●●●
English ●●●●●●●●●●

EXPERIENCE

Extensive experience in editorial design and printed materials, conceptualization and implementation of advertising and email marketing campaigns as well as in the development of bilingual corporate and medical tourism designs and events.

Platforms:
Windows and Mac



Entry level knowledge:
XHTML and CSS.

CMS / Services:
Wordpress + Visual Composer,
Elementor, Joomla, Constant
Contact, Robly

Other:
Microsoft Office, Corel
Draw, DreamHost , Bitrix24,
Filezilla FTP Client

PROFESSIONAL BACKGROUND

Freelance
2003 - 2005

FRONTERA Newspaper
2005 - 2006

Club Gourmet
2006

Freelance
2006 - 2008

Cruze Fronterizo Group
& Mega-Region
2008 - 2019

Job: Graphic Design
Responsibility: Development of advertising material
for local restaurants and small businesses

Job: Editorial Design
Responsibility: Responsible for the design of different sections of the FRONTERA Newspaper, including General, Sports and Entertainment sections, as well as supporting the realization of special editions for the publishing house

Job: Graphic Design
Responsibility: The agency specialized in creating advertising campaigns for the food and beverage sector, my responsibility was to develop the different designs and applications of the various advertising campaigns for our affiliated restaurants.

Another of my tasks was the design and maintenance of different promotional websites:

- www.cgourmet.com.mx
- www.mujeractiva.com.mx
- www.tjcard.com.mx
- www.bajaeventos.com

Job: Graphic Design
Responsibility: Development and application of graphic
materials for different companies, such as:

- Importadora Chávez - Lujan
- Grupo Cien Años
- Restaurante Cien Años
- Restaurante Barolo
- Restaurante Bravísimo
- Restaurante Manhattan
- IMPEX Paperless Experts
- Zona Gourmet
- Importadora LIGNUS

Job: Senior Graphic Designer
Responsibility: In charge of supervising the development and implementing graphic applications for the different magazines, events and sites of the group, as well as the development of new campaigns and communication strategies for digital and print media at the binational level.

Supervise the implementation of systems and processes for the development of various corporate events with a national and international scope.

Contact and coordinate logistics between different suppliers of advertising materials and assembly of events.

Supervise the update of informative content, advertising, email marketing campaigns and corporate / informative videos on sites and social networks of:

- Business Conexion - Magazine
- Medi.Travel México - Magazine
- BCLogistic - Forum
- BCAero - Forum
- Medical+Health Cluster - Forum
- BC Green Power - Forum
- PromoBC - Email Marketing
- Encuentros Empresariales - Business Talks

Books & Magazines

EFRAIN SALINAS / EFRA.SALINAS@GMAIL.COM



ABC Aluminum Solutions

ABC Aluminum Solutions, also known as Aluminum of Baja California, is the leading provider of beautiful, tailored, high quality and economical aluminum manufacturing solutions in the region, headquartered in San Diego County, California.

This corporate book + anniversary edition, was developed under a clean concept and free of "junk" information, this is reflected in a simple text box that emphasizes the graphic material and hard data of this binational company.



credits:

Azalia Flores
Copy

Gonzalo Gonzalez
Photo

Efrain Salinas
Design / layout



Areas of specialty include... well as internal structures, such as... By working closely with nationally and international contractors, and developers, ABC is now recognizing expertise in designing and manufacturing sophisticated...



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Tijuana Innovadora - ENTI

Tijuana Innovadora - ENTI is an international Tech•Cultural summit held in Tijuana, Mexico.

The purpose of the event is to celebrate local innovators and entrepreneurs and give them a bigger platform to showcase their projects.

A special edition was developed for the 15-day long event, which consisted of a daily program with conferences and seminars as well as articles showcasing some of the different markets in which Tijuana excels.

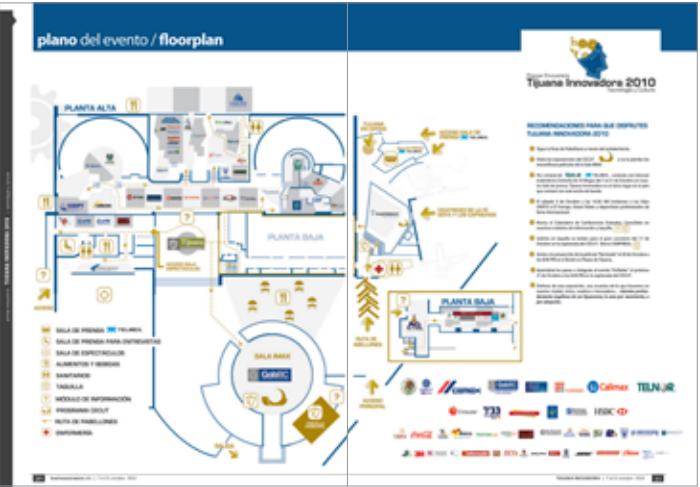


BCLogistic

BCLogistic is a national Logistics + Transportation congress and expo held annually in Tijuana, Mexico.

A special edition booklet with a recap of the event was created for its 1st and 2nd editions.

A simple but well-structured design layout was implemented to accommodate the bilingual information content.



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MediTravel Mexico

MediTravel or MTM is a bilingual magazine focused on the medical and wellness tourism sector on both sides of the border, the first edition was launched in the summer of 2019.



Tijuana recibe anualmente un promedio de dos millones de visitantes por turismo médico y cada uno gasta un promedio de 300 dólares.



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A collage image featuring a red location pin, a map of Mexico, a car, and a stylized 'E' logo.

EDICIÓN ESPECIAL
SPECIAL EDITION

2014

Revista de Promoción Empresarial Baja California San Diego
San Diego Baja California Business Development Magazine

**Business
Conexion®**

WELCOME TO THE
MEGA-REGION

2014 EDITION
**AEROSPACE CLUSTER
OF BAJA CALIFORNIA**

www.businessconexio.com/info

AEROSPACE
CLUSTER OF BAJA CALIFORNIA

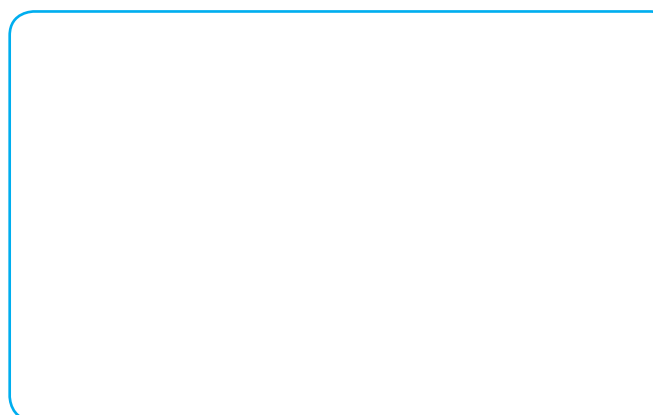
AEROSPACE CLUSTER OF BAJA CALIFORNIA
Baja California (México) • California (EE.UU.)

www.BAJAAEROSPACE.COM

WHAT'S THE
MEGA-REGION?
MEX: MEXICALI • Tijuana • Tijuana
PONTRENA • ROSARIO
EE.UU.: LOS ANGELES • SAN DIEGO • IMPERIAL
ORANGE COUNTY • RIVERSIDE

| | | | | | |
|---|---|--|--|--|--|
| 21 MILLION INVESTMENTS | 5 INTERNATIONAL AIRPORTS | 3 DEPARTING PORTS | 1 ACCELERATED RAILWAY | 25 50 BILLION DOLLARS TRADE | 50 WORLD-CLASS UNIVERSITIES |
| | | | | | |
| <ul style="list-style-type: none"> BAJA CALIFORNIA CHILE COLOMBIA DOMINICAN REPUBLIC ECUADOR EGYPT EL SALVADOR FRANCE GERMANY GUATEMALA HONG KONG INDONESIA ITALY JAPAN KOREA LIBERIA NETHERLANDS PERU RUSSIA SPAIN UNITED STATES VENEZUELA | <ul style="list-style-type: none"> LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES | <ul style="list-style-type: none"> LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES | <ul style="list-style-type: none"> LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES | <ul style="list-style-type: none"> LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES | <ul style="list-style-type: none"> LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES LOS ANGELES |

GET TO KNOW THE
MEGA-REGION



Events

EFRAIN SALINAS / EFRA.SALINAS@GMAIL.COM

01

- 01. Real Estate Summit - Promotional Video
- 02. BC Green Power - Event Flag
- 03. Medical+Health Forum - 2019 Ad
- 04. Medical+Health Forum - Special Invitation for Medical College



03



04



02

01

- 01. BCL 2017 - Ad + Save the Date
- 02. BCL 2017 - Ad
- 03. BCL 2017 - Tote Bag



02



03



B5



13

BC AERO

Business forum specialized in the aerospace manufacturing industry, has stood out for having national and international speakers specialized in the aeronautical sector, the presence of Boeing and SAMPE (Society for the Advancement of Material and Process Engineering) stand out



02



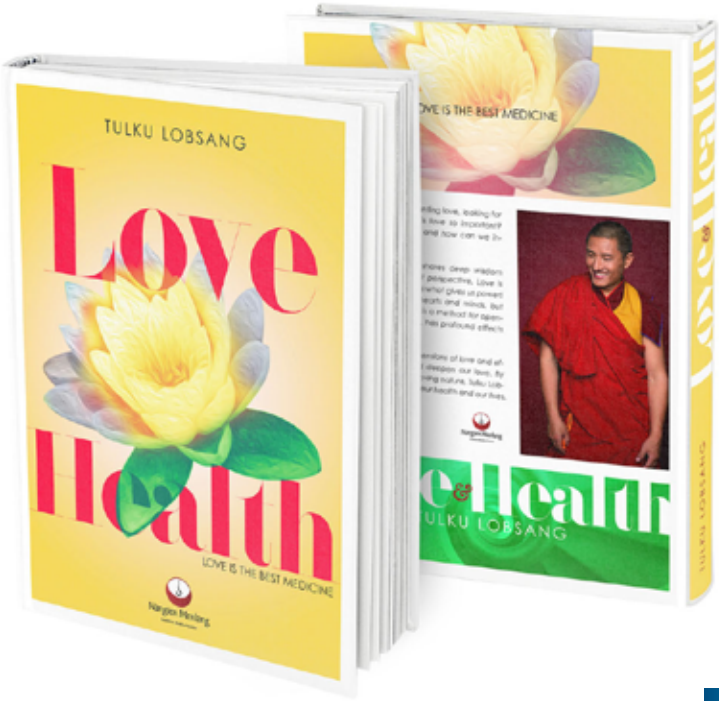
01



03



- 01. BCAero - 2018 Print Ad
- 02. BCAero - 2018 Billboard
- 03. Baja Aerospace Cluster - Back stand - Farnborough Air Show
- 04. Baja Aerospace Cluster - 50th Anniversary Logo
- 05. BC Aero - 1st Drone Grand Prix 2018



Web +
Email
MKT

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4to Expo•Foro LOGISTICA TRANSPORTE
PARA LA COMPETITIVIDAD DE LA BAJA

BCLogistic 2018

6-7 SEPT
ROSARITO // BAJA CALIFORNIA
MÉXICO

CONFERENCIA
PRIMERA
UBICACIÓN GEOGRÁFICA
DE BAJA CALIFORNIA
EN TIJUANÁ, OTRO
ALIANZA DEL PACÍFICO

4to Expo LOGISTICA
PARA LA COMPETITIVIDAD DE LA BAJA

2 DIAS

+600 ASISTENTES
PROFESIONALES

+30 BOULEVARES
DE ALTO NIVEL

+60 TALLERES
DE FORMACIÓN

NO TE QUEDES FUERA DEL EVENTO LOGÍSTICO Y DE TRANSPORTE
MAS IMPORTANTE DE LA MEGA - REGION
BAJA CALIFORNIA (MÉXICO) Y SUR DE CALIFORNIA (EE.UU.)

LA MEGA - REGION BAJA CALIFORNIA (MÉXICO) Y SUR DE CALIFORNIA (EE.UU.)

GENERA UN INTERCAMBIO COMERCIAL CALCULADO EN 9 MIL MILLONES DE DÓLARES ANUALES.

PROGRAMA OFICIAL

ORGANIZADORES

COMERCIALIZADORES

COMUNICACIONES

PROBLEMA DE COMUNICACIONES

USO DEL EVENTO

DA LA VENTAJA

MORE INFO:
bclogistic.com

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+52 (664) 383 7214
eventos@businessconexión.com
info@bajaerospace.org

MEDITravel
MÉXICO

¡Gracias!

MediTravel México agradece su visita a nuestro stand durante el pasado BAJA'S HEALTH & WELLNESS FORUM, y le invita a ser parte de nuestra edición de lanzamiento.

VER MEDIKIT

tiraje trimestral 15,000 revistas + **newsletter semanal 68,000 correos**

BAJA'S HEALTH & WELLNESS FORUM concentró a los principales exponentes del turismo de salud y bienestar. **Relevé: BUSINESS CONEXIÓN**

2.4 millones de pacientes y acompañantes visitaron Baja California en 2016, dejando una derrama económica que asciende a los 800 millones de dólares...

¿Qué es MediTravel México?

Nuestro Proyecto

Conoce nuestro proyecto y todas las oportunidades de promoción que te ofrece a ti y tu negocio.

¿Cómo funciona nuestro directorio de servicios médicos?

Servicios Médicos

¿Ofreces algún servicio médico? MediTravel ha desarrollado herramientas especiales para ayudarte a promocionar tu servicio y dar confianza a tu potencial paciente.

Edición Impresa

Nuestra plataforma impresa cuenta con el espacio idóneo para dar a conocer tu empresa a más de 200,000 lectores de manera trimestral.

¿Por qué anunciarme en MediTravel?

MediTravel México busca minimizar temores y mejorar la percepción del turista de servicios médicos a través de un canal de Comunicación e imagen que de credibilidad a los profesionales de la medicina.

Edición Impresa **App Interactiva** **Web Bilingüe** **Email Marketing**

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2nd Aerospace Forum & Expo 2018

ADVANCED AEROSPACE MATERIALS & ENGINEERING FORUM

NOV. 15-16
THU. - FRI.
ROSARITO BC // MEXICO

SPECIAL KEYNOTE SPEAKER
BOEING

NOV 15 // 9.45AM

THIS YEAR'S GUEST COUNTRY

NOV 16 3PM

ACCESS: \$10!

DRONE RACE

2018 AEROSPACE GRAND PRIX

INTERNATIONAL RUNNERS
Experts / Sportswomen / Amateurs

SPECIAL LIFE RECOGNITION
NOV 16 1PM

John Riley
HONORARY CHAIRMAN AEROSPACE CLUSTER OF BAJA CALIFORNIA, A.C.

B2B
INVITED COMPANIES:

PROUD SPONSORS:

BROUGHT TO YOU BY:

WE APPRECIATE THE SUPPORT OF:

ALONG WITH:

UNIVERSITIES:

VINEYARDS NETWORKING:

EVENT VENUE:
BAJA AEROCENTER

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eventos@businessconexión.com
info@bajaerospace.org

MORE INFO:
bajaaero.com

1st Medical + Health
Foro y Expo 2019

4 JUNIO 2019
Tijuana, B.C.

El único evento enfocado en presentar las oportunidades, retos y perspectivas del turismo de salud en el marco de la nueva Zona Económica Fronteriza

REGISTRATE HOY ES GRATIS
PARA MÉDICOS ACREDITADOS

VISITA // MHCLUSTER.ORG
REGISTRO

COORGANIZADORES

EL COLEGIO MÉDICO DE TIJUANA A.C., EN SOCIEDAD CON LA FEDERACIÓN MÉDICA DE BAJA CALIFORNIA, EL MEDICAL HEALTH CLUSTER Y MEDITRAVEL MÉXICO LE INVITA A SER PARTE DEL 1^{er} FORO Y EXPO MEDICAL + HEALTH 2019

ORGANISMOS COLABORADORES

MEDITravel
MÉXICO

También contaremos con la PRESENTACIÓN OFICIAL DE LA PRIMERA EDICIÓN DE LA REVISTA MEDITRAVEL MÉXICO DURANTE EL EVENTO.

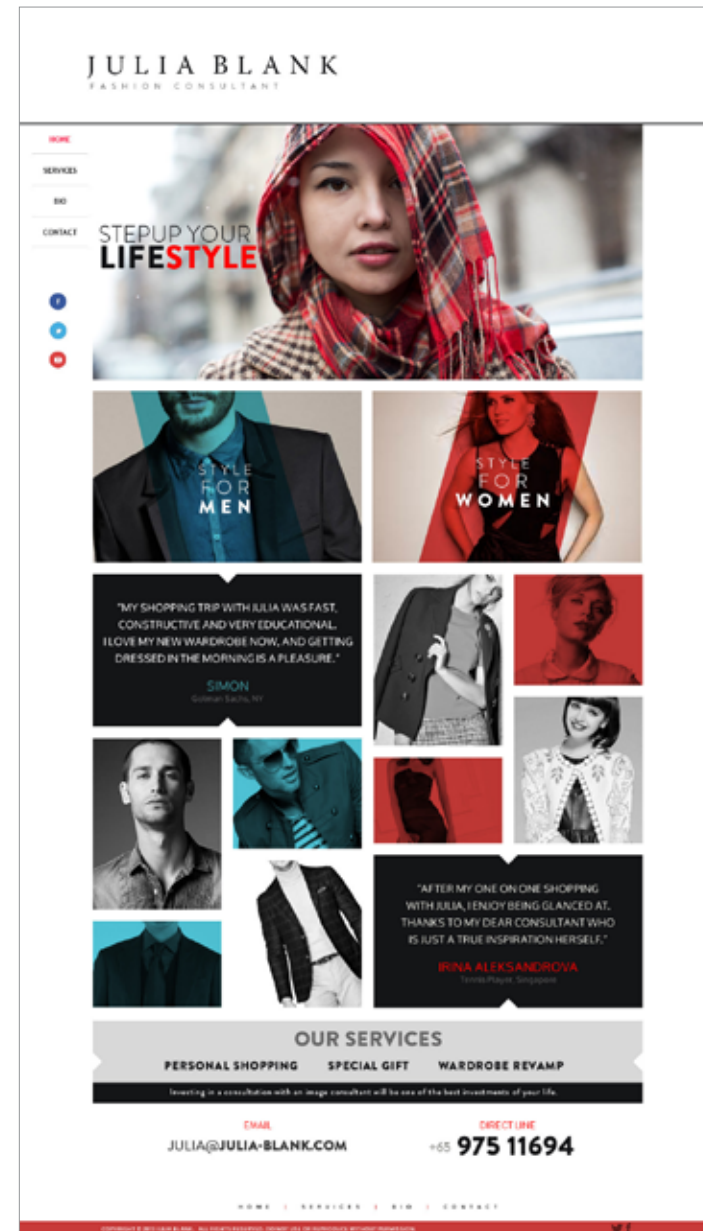
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INFOCOMES **MEDITRAVELMX.COM**

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