

## PERSONAL INFORMATION



## Martín García Alas

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Gender male | Date of birth 30/09/1971 | Nationality Spanish

## PROFESSIONAL EXPERIENCE

11/04/2014 to 05/05/2014

21/11/2013 to 23/12/2014

**Production Manager**

Producciones Ídolamedia S.L. Gijón. Asturias. España

Management of the production, logistics and budget planning, public relations and management of interviews, quality review and management of news contents for the programme broadcasted in the Public Television of Asturias, "Simienza" and its website. (sectoral news on agro-livestock, fishing and the impacts towards the farmers and fishermen of the region of national and European regulations and directives, as well as aids and projects encouraged from Madrid or Brussels.)

[http://www.rtpa.es/video:SIMIENZA\\_551405202995.html](http://www.rtpa.es/video:SIMIENZA_551405202995.html)

<https://www.facebook.com/simienza>

Activity sector Audiovisual production

01/05/2013 to 10/06/2014

**Teacher**

Formación e Inserción S.L. Gijón. Asturias. España.

Course teacher: "Film Editor and NNTT". Software applications studied: Adobe Photoshop, Adobe Premiere, Adobe After Effects and other required tools for the implementation of web video.

Activity sector Training

01/02/2007 to 28/02/2013

**Chief Executive Officer**

Europamedia Producciones de Televisión S.L. Oviedo. Asturias. España.

**Manager** of the company (HR, logistics, planning and management)

**Coordinator** of the news report (zone 7) for the Public Television of Asturias, being in such position responsible for providing news coverage 24/7, the organisation of the working shifts of the 9 people assigned to the news report, as well as the supervision of their job, in the TV, radio and digital paper. The daily contact with the channel's chief editor, in order to keep him informed at all times about the situation in the designated reference area, the organisation of periodical meetings with social agents, political groupings, trade unions as well as bodies and security forces of the area. Organisation of the different events of the channel in the reference area. Daily delivery of a summary highlighting the news predictions based on teletypes, press releases, communications, published news in other media or agencies, as well as, obviously, our own research in order to assess at first hand the hierarchical superiors on the noticeable activity of the area. Monthly register and storage of every coverage carried out.

<http://www.rtpa.es/>

**Production Manager** in projects carried out by the company for different channels or particular clients. Should be particularly emphasised among them: TVE-Asturias (news), TVE-Spain (programmes), digital or national distribution newspapers: La Nueva España, La voz de Asturias

Our own production programmes such as the 300 episodes broadcasted for the Public Television of Asturias of the programme: "Momentos contados".

<http://www.rtpa.es/video:MOMENTOS%20CONTADOS.html>

Other event management activities, audiovisual production and web development.

Activity sector Audiovisual production and Media

01/06/2002 to 01/02/2007

**Production Manager**

Emedia-PTI. El Entrego. Asturias. España

Live broadcasting for concerts and public events having, sometimes, subcontracted staff of 5 to 9 people in the making of the events. Festivals such as the 7,8,9 and 10 editions of "Derrame Rock" broadcasted at national level in "Sol Música". Hairdressing National Congress, Sports Gala (Laviana Council), International Organ Festival with interpreters of this instrument, coming from Germany, France, Netherlands and Spain. Music video clips, reports and ENG services for several national channels.

As an outstanding activity in Emedia-PTI I would highlight the management in interviews and locations, and the production of a programme for COPE TV in cooperation with the Tourism Office of Jordan in Spain and Portugal, during April 2004 in Jordanian territory, with significant personalities of the Hashemite Kingdom (Mr. Samer Majali, CEO Royal Jordanian, Dr. Abdul-Salam Al-Majali, Jordanian ex-Prime Minister, Mr. Antonio López Martínez, Spanish Ambassador to Jordan), as well as archaeologists, historians, philologists, chieftains, etc.

Design and development of contents for websites, as well as teaching different training courses on web design, film editing and office tools.

01/11/1999 to 01/03/2002

**Activity sector** Audiovisual production**Film editor and ENG cameraman**

Videoimagen S.L. Gijón. Asturias

Cameraman and editor. Work delivered for most national channels broadcasting at that time (TVE, Canal+, Tele5 and regional such as Canal Nou, TV3, Canal Sur, etc.)

Report editor, news and football summaries.

**Activity sector** Audiovisual production**EDUCATION AND TRAINING**

01/09/2011 to in progress

**Degree in Psychology**

UNED. España

01/09/2015 to 01/10/2017

**Professional Master's degree: Dual-degree in Digital MK and Social Networks**

Instituto Internacional de Marketing. Barcelona. España

Digital Marketing & Inbound Marketing  
Google Adwords, Analytics. SEM tools  
Email Marketing, Affiliation and CRM  
Social Media and Community Manager  
SEO Positioning  
Mobile Marketing and Digital Trends

01/09/2013 to 13/12/ 2014

**C.F.G.S. : Dual-degree in Commercial Management and Marketing**

Escuela Europea. Oviedo. España

Commercial Research  
 Marketing Policies  
 Commercial Logistics  
 Point of Sale Marketing  
 Purchase-Sale Management  
 Computer Applications (Databases, Excel, Word)  
 English  
 Training and Labour Orientation  
 Training in Work Centres

01/07/1997 to 31/08/1997 **Qualified Technician in Film Editing and Film Making**  
 Escuela Superior de Comunicación, Imagen y Sonido (CEV), Madrid. España.

01/02/1996 to 01/06/1996 **Expert in Virtual Animation**  
 Centro de Nuevas Tecnologías. Avilés. España.

1992 to 2004 **Other courses: Edition/ Film Post-production, Web Design, Graphic Design**

Universidad de Oviedo. Introduction to Production and Film Making. Gijón. 1992  
 Dital S.L.. Digital layout. Quark Express. Gijón. 1993  
 La Voz de Asturias. Unremunerated placement. Editorial Assistant. Oviedo. 1994  
 Dital S.L. Graphic Design course on Mac platform. Gijón. 1995  
 Fontano. Intensive course on Cinema Script Techniques. Madrid. 1997  
 Asturian School of Communication and Journalism. Gijón. 1998  
 Del Bosque Formación. Technical course on 3dstudio max 2.5. Gijón. 1998  
 Escuela de Organización Industrial. Establishment and Management of SMEs. Madrid. 1999  
 Cad Multimedia Diseny. Multimedia Development Course. Macromedia. Barcelona. 1999  
 Universidad Popular. Digital Film Edition Course. Gijón. 1999  
 DPS Ibérica. Edition in DPS Platform Course. Madrid. 2000  
 Afina Sistemas. Real System Server Administration. Madrid. 2001  
 Afina Sistemas. Network Architecture TCP/ IP. Madrid. 2001  
 RealeMotion. Web Design and Programming Course. Gijón. 2001  
 Crea Formación. Special Effects Course. After Effects. Madrid. 2004  
 Audiovision S.L. Acoustics, Production and Edition of Professional Audio. Gijón. 2004

01/10/1985 to 01/09/1989 **BUP+COU**  
 Instituto David Vázquez Martínez. Pola de Laviana. Asturias.

PERSONAL SKILLS

Mother tongue Spanish

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Oral expression	
English	B1	B1	B1	B1	B1
French	A2	A2	A2	A2	A1

## Communication skills

- Good communication skills acquired during my experience as a News Report Coordinator of the Autonomous Television of Asturias. Daily meetings with the editors to establish the approaches in each of the news. Continuing relationship with the representatives of the Social Agents, Bodies and Security Forces as well as local political leaders and their relevant press offices. This information had to be made available to the Chief Editors of the channel, Head of the News, etc. being common the meetings with superiors or subordinates.
- The experience as a trainer, professionally, as well as for the staff whom joined the company also made me develop such ability
- I worked as the Vice President of the Association of Film Makers of the region and actively participated creating the Audiovisual Cluster in Asturias.

## Organisation and management skills

- The management and administration of Emedia-PTI and Europamedia with up to 12 staff members in some occasions, as well as the events coordination in which, as a producer, I had to indicate the work guidelines, have provided me experience in such abilities.
- Budget, journey and location planning of the different addressed projects.
- Management of interviews with people from very different backgrounds and social status. The difficulty managing an interview with a person or surrounding after an unfortunate event, the intervention in labour, political or business conflicts, with the aim of obtaining the statements of the people involved is something I would like to point out from my professional experience.
- The organisation and management of a graphic archive to document the news, avoided doubling the journeys, resulting in saving time and money, which was significant in our job.

## Working skills

- Good ability to control quality given my responsibility when dispatching almost 1500 annual news to different television channels or digital papers which I worked with. The correct implementation of the Style Guide related to each client as well as the ethical and technical review of each dispatch.
- Good ability to interpret, gather, summarise and contrast information from different sources (news agencies, eyewitnesses, official documents, legal documents) when developing our own information.

## IT skills

- Excellent command of film editing programmes, post-production, etc. given their continuous use, the updated training and the idea-sharing in the knowledge of the tasks I worked for as an instructor.
- Good command of programmes such as Microsoft Office™, Marketing online software and web content due to the daily professional experience as well as the academic training I received.

## Other skills

- Good ability to assess risks, developed when producing audiovisual material in particular subjects such as ski, motor racing, scuba diving as well as when confronting in the front line the recording of disturbances of different conflicts.

## Driving license

- Spanish driving license B1

## ADDITIONAL INFORMATION

## References

- Mr. Pedro Alberto Marcos Lucas. Director of the Territorial Centre of TVE-Asturias.
- Mr. José Ramón Pérez Orma. President of the Public Service Public Radio-Television of Asturias (TPA).
- Mr. Ignacio Menéndez del Campo. Head of the news (TPA).
- Mrs. María Alonso Meléndez. Head of press of the General Board of the Principality of Asturias.
- Mr. Álvaro de Rojas. Deputy Director of "Agrosfera" Programme. National and International TVE.
- Mr. Sergio Álvarez Argüelles. General Director. Ídola media S.L.