

EVENTS, SHOWS, AND BTL PRODUCER

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44 años

**JOSÉ RAMÓN
MESA**



A little about me...

With a degree in Communication and 14 years of experience, I have worked producing and coordinating events for brands such as Cuervo, Liverpool, CityBanamex, AlEn, Java House, Splenda, Scania, DFAC Gong Feng, Hi-Tec, among many others. I have also participated in concerts and festivals as a roadie, dressing room coordinator, stage manager, stage runner, and hospitality coordinator. Academically, I have taught classes at the Escuela Bancaria Comercial (EBC) in the degree program for Business Administration of Communication and Entertainment.

My activities as a producer have consisted of... Negotiating with clients and suppliers, representing clients before exhibition committees, representing the company, post-event evaluations, implementing comprehensive event or activation operation strategies, coordinating multidisciplinary teams, such as construction, banquets, promoters, hostesses, animators, talent, technicians, etc..

Experiencia

Concept lounge 2024-2025

Sr. Producer/executive – production/operation of events, congresses, plenaries, activations, and BTL. Construction, display delivery, coordination of teams (banquets, technicians, and hostesses)

Black Plus 2023

Sr. Producer – Implementation of production processes and systematization, logistics, and assembly of stands for tender with INFONAVIT 2023-2024 (p. 1). Coordinate construction, administration, and operation teams.

ARCHER TROY 2023

Sr. Producer – production/operation of events, premieres, activations, and BTL. Construction, display delivery, coordination of teams (banquets, technicians, promoters, and construction)

Producción y operación



LAUNCHES



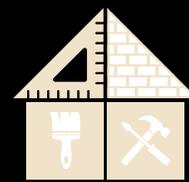
CONCERTS/FESTIVALS



CONGRESSES



BTL



DISPLAY