

Rafael *Ferreya*

Integrated Communications Specialist with AI expertise

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• REC • INTERACTIVE VERSION

This is the summary. *The full experience lives online.*

Case studies · Videos · Design work · An AI assistant that answers instantly
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SUMMARY

Integrated communications specialist with 10 years of experience across government ministries, media, brands and production companies. I combine communication strategy, audiovisual production, graphic design and web development, and integrate artificial intelligence at every stage to produce faster and at scale. Bachelor's Degree in Communication (Universidad de Montevideo) and Certified Tech Developer (Digital House).

WORK EXPERIENCE

Education and Training Manager

05/2026 - Present

ENAP - National School of Public Administration, Presidency of Uruguay

- Designed and built ENAP's training catalog system in 15 days: a filterable public course catalog and an internal admin panel, built with several AI agents and hosted on Firebase.
- Management and updating of training content and monitoring of online courses.
- Cross-department coordination and support with digital tools.

Television Producer

05/2025 - Present

Zur Films, for Canal 10

- Television production, on-set production and assistant directing.
- Pre-editing of footage for the show Sonríe.

Travel, Events & PR Coordinator

2022 - Present

MIS Uruguay - Montevideo International Students

- Organization of trips and events, public relations, promotion and advertising.
- Design of flyers and event visual identity.

Communication Analyst

05/2021 - 04/2025

Ministry of Public Health of Uruguay (MSP)

- Audiovisual production and post-production for institutional campaigns, such as #HabláDeLoQueTePasa (mental health) and the documentary The History of Vaccination in Uruguay.
- Graphic design for social media and campaigns (vaccination, sexual health, healthy habits, retirement).
- Internal communication, event production, sound operation, photography, social media and audience analysis.

Communication and Media Teacher

03/2020 - Present

Preuniversitario Ciudad de San Felipe

- Teaching language, communication and audiovisual media.

Customer Experience Manager

10/2020 - 05/2021

Fidocar (Hyundai & Chery dealership)

- Responsible for customer experience: channel management and NPS measurement.
- Rolled out a sustainability program and designed assets for social media and campaigns.

Sales Assistant & PR

12/2019 – 10/2020

Codere

- Sales support, supplier relations, merchandising, staff management and public relations.

Marketing & Communication Assistant (internship)

08/2019 – 10/2019

Campiglia Construcciones

- Social media, real estate web platforms, photography, video and graphic design.

Audiovisual Journalist

05/2017 – 11/2020

America Business

- Event coverage, video shooting and editing, news writing and WordPress site management.

Freelance · Personal brand

2016 – Present

Freelance

- Photography, audiovisual production, graphic design, web design and development, and social media management for various clients.

SELECTED PROJECTS

- **Training catalog system — ENAP.** Catalog and admin panel built in 15 days with AI agents.
- **#HabláDeLoQueTePasa — MSP.** Audiovisual mental health campaign.
- **The History of Vaccination in Uruguay — MSP.** Institutional documentary.
- **Imagine — El País.** Branded content (InnContent).

EDUCATION

Bachelor's Degree in Communication

2016 – 2020

Universidad de Montevideo

Specialization in audiovisual production, with training in corporate communication, advertising, marketing and journalism. English: Cambridge FCE.

Academic Exchange in Communication

2018

Universidad de Navarra · Spain

Exchange semester focused on corporate communication.

Certified Tech Developer

05/2023 – Present

Digital House

Frontend, backend, infrastructure, SQL databases, QA and testing, object-oriented programming.

Web Development

05/2022 – 08/2022

Coderhouse

Full Stack Module 1: web prototyping and design, HTML, CSS and JavaScript.

SKILLS

Communication: Strategy and campaigns, Internal and institutional communication, Public relations and events, Social media and community management.

Audiovisual and design: Scriptwriting, production and directing, Editing and post-production, Motion graphics, Photography, Graphic design and visual identity.

Tools: Adobe Premiere Pro, Adobe After Effects, Meta Business Suite, Google Workspace, Microsoft Office, WordPress.

Development and AI: HTML, CSS and JavaScript, Firebase, Git and GitHub, AI agents, Generative AI, Automation.

LANGUAGES

Spanish: Native.

English: Cambridge First Certificate (FCE).