

A person is seen from the waist down, operating a professional camera rig. The rig includes a camera, a monitor, and various attachments. The person is standing on a carpeted floor. In the background, there is a drum set, including a large bass drum, and stage lighting equipment. The scene is dimly lit with blue and purple hues. A logo for GIC DIGITAL is overlaid on the image.

**GIC DIGITAL®**



**GIC Digital & Creative Solutions is Directed by Gerson Canizalez, known online as “@Cherogerson”, the pioneer of digital content creation in Central America & first youtuber to partner with Google from the region. He was able to establish himself as a Digital Strategist & Creative Director working for brands known worldwide helping them reach hundreds of thousands online users organically.**

**Besides being a Digital Strategist & Creative Director he is the Digital Consultant for UNITAR: United Nations Institute for Training and Research & Content Creator at Mitú: a data and technology driven media company, and home to the largest group of latino content creators and social influencers leading today’s latino community online.**

# Need good reasons to work with us?

1

**OUR DNA IS DIGITAL.**

2

**WE KNOW THE POWER OF CONVERSATION.**

3

**WE UNDERSTAND THE VALUE OF CONTENT.**

4

**WE UNDERSTAND THE IMPORTANCE OF LEADS.**

5

**OUR CREATIVITY.**

6

**OUR ACCOUNTABILITY & EXCELLENCE IN SERVICES.**

7

**OUR EXPERIENCE.**

**HERE'S WHAT WE DO**

## **A** **MARKETING**

Promote your business and drive sales of your products or services with us.

## **B** **DIGITAL STRATEGY**

Innovation is a must but innovating strategically is the key.

## **C** **CREATIVE**

Our team is made up by a Creative Director, copywriters, graphic designers and artists, and web developers. Let's create award winning campaigns together.

## **D** **SOCIAL MEDIA MANAGEMENT**

We monitor, contribute to, filter, measure, content create, guide and build the social media presence of your brand.

## **E** **DIGITAL METRICS**

If you can't measure it, you can't improve it.

## **F** **IDENTITY AND PERSONAL BRANDING**

You're unique. Let's keep it that way.

## **G** **REPUTATION AND CRISIS MANAGEMENT**

Your reputation is your most valued asset. Let's create positive impact upon your customers together.

## **H** **WEB DEVELOPING**

Convert your visits in real business opportunities.

## **I** **GRAPHIC DESIGN**

Creating visual concepts, by hand or using computer software, to communicate ideas that inspire, inform and captive Jcustomers is our thing.

## **J** **DISTRIBUTION**

We offer social and influencer engagement.

mitú

 PAR  
CHURCH  
BUILDERS

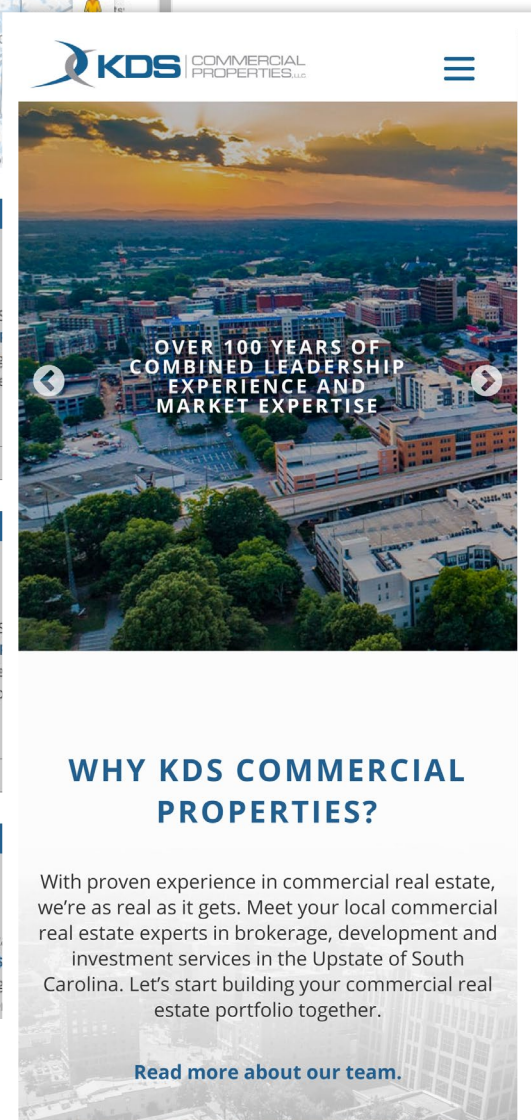
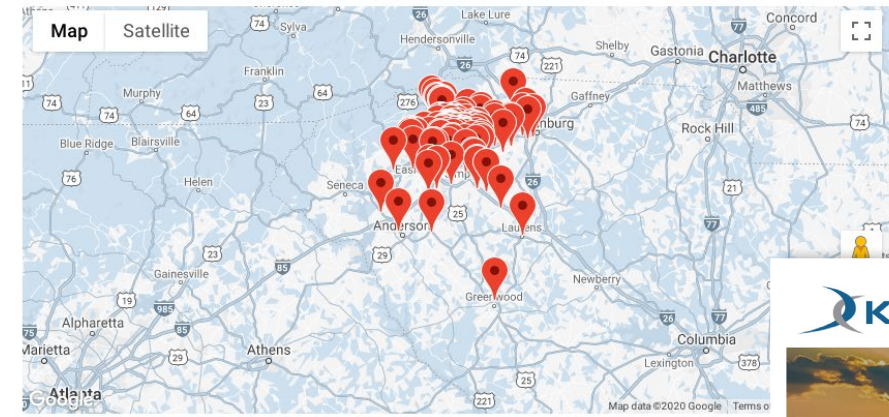
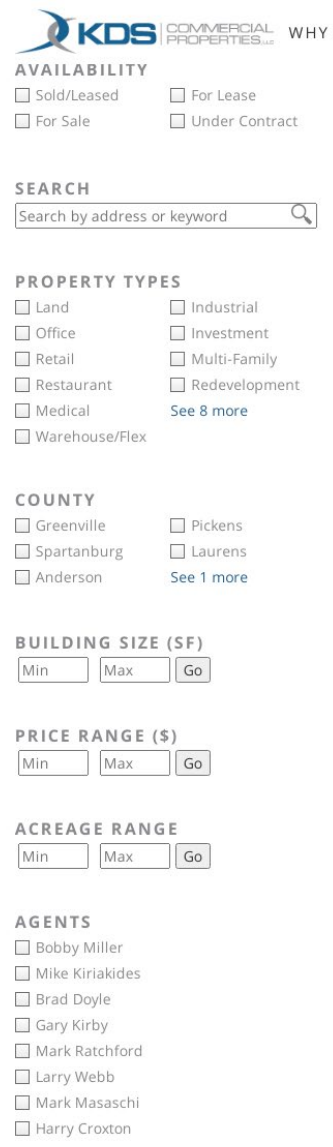
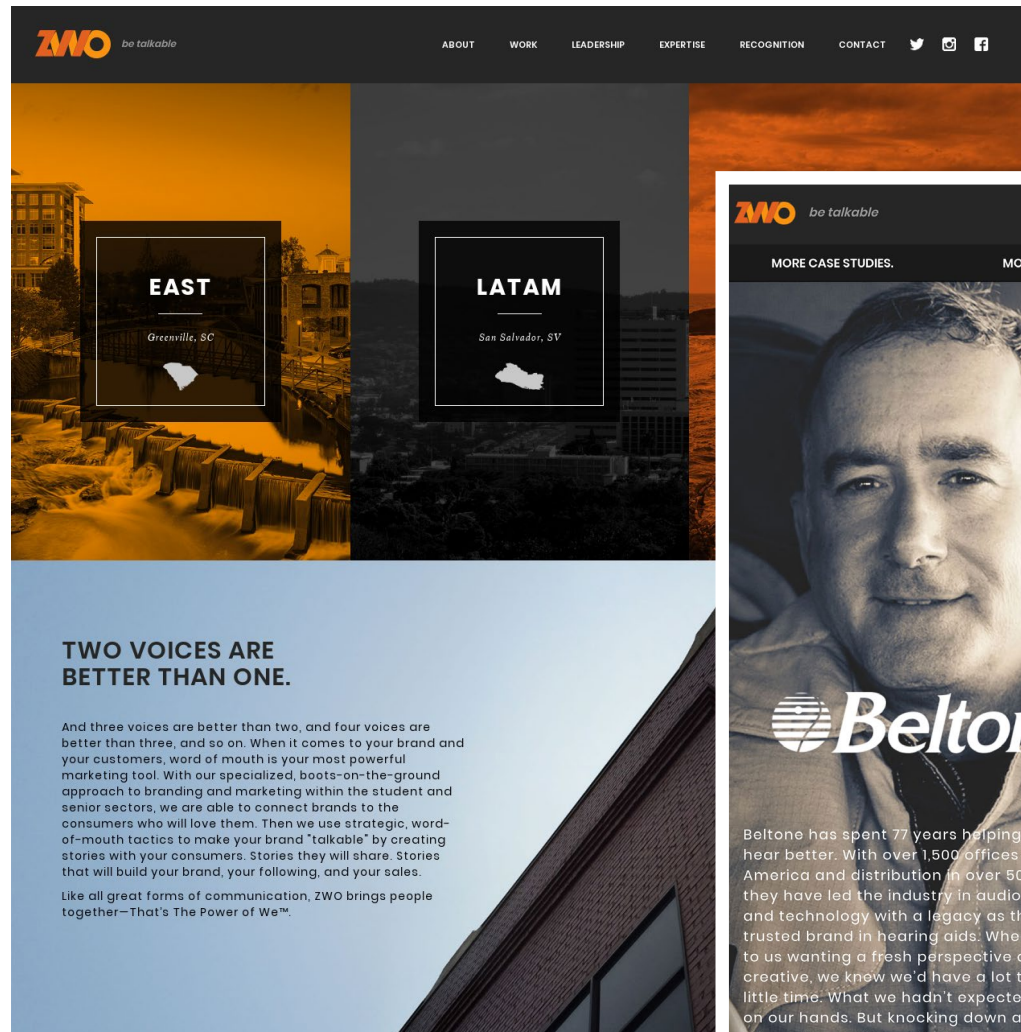
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simply  
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 *Beltone*

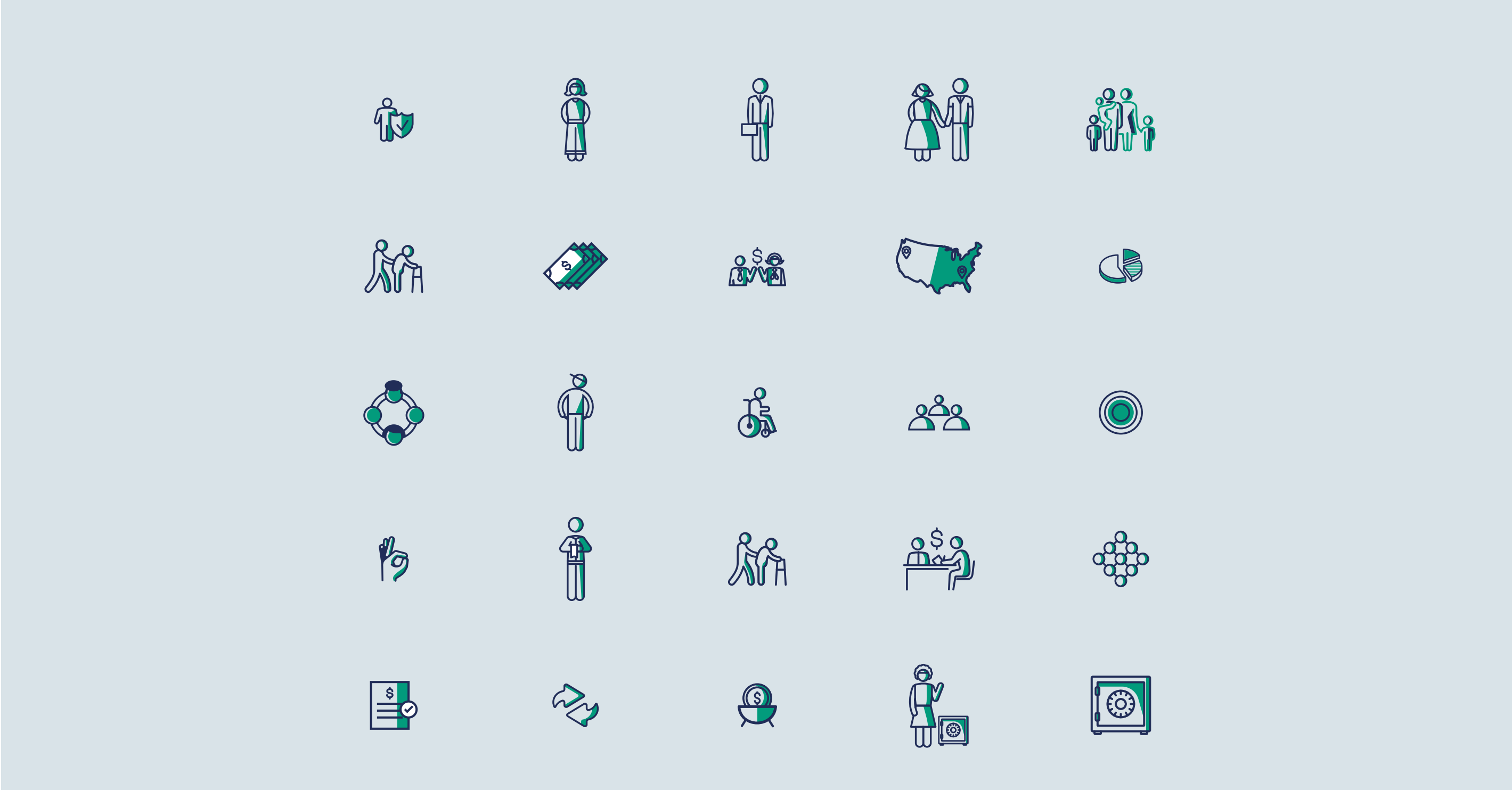
  
HYUNDAI

# WEB DEVELOPMENT



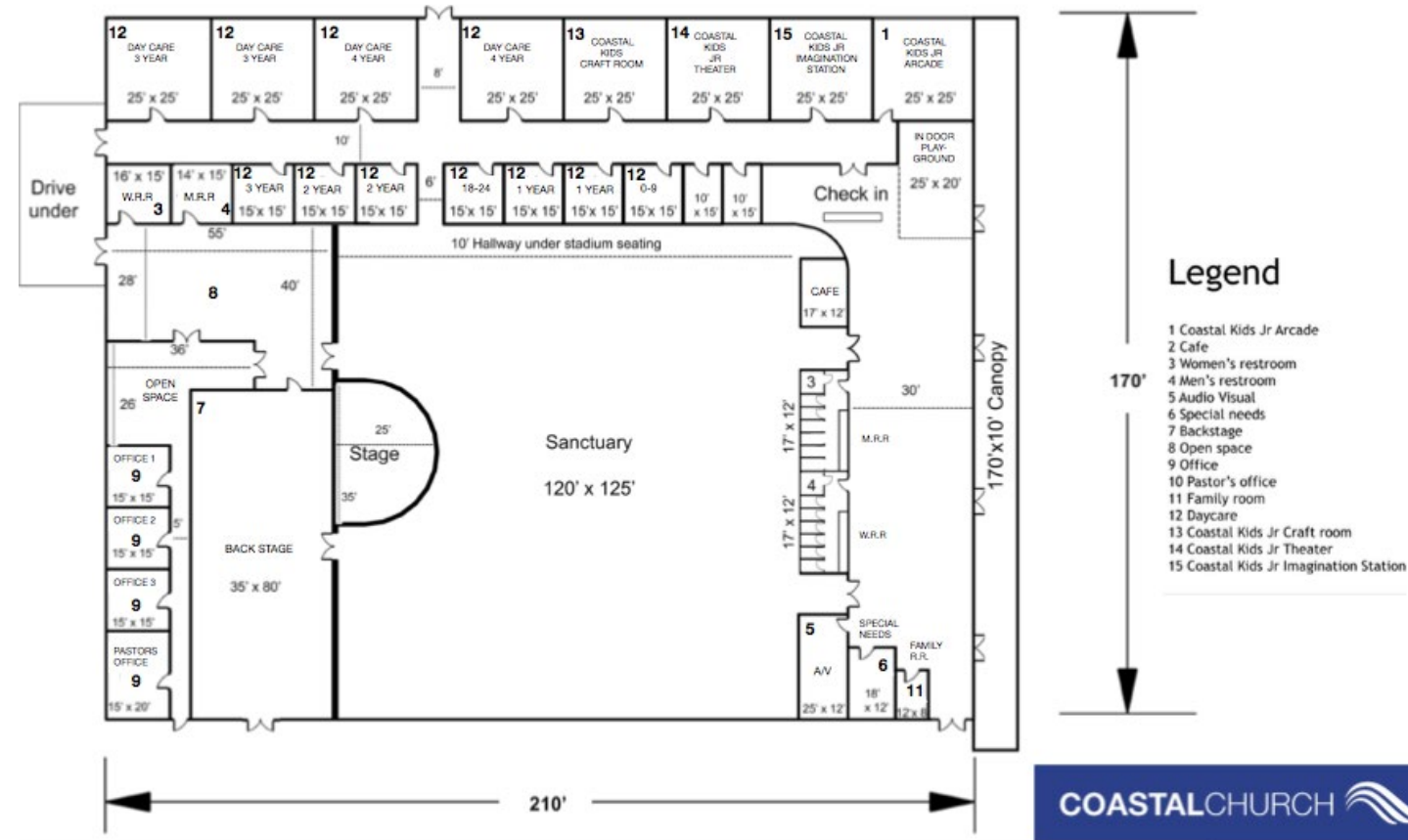
- Search engine development
- Data collection
- Database administration

# UI ICON SET DEVELOPMENT





# ARCHITECTURE



- Schematic Plans
- 2D and 3D elevations



Drone Shots



Video Renders



Augmented Reality

BRANDS LOVE US

WE LOVE BRANDS

// MÉXICO

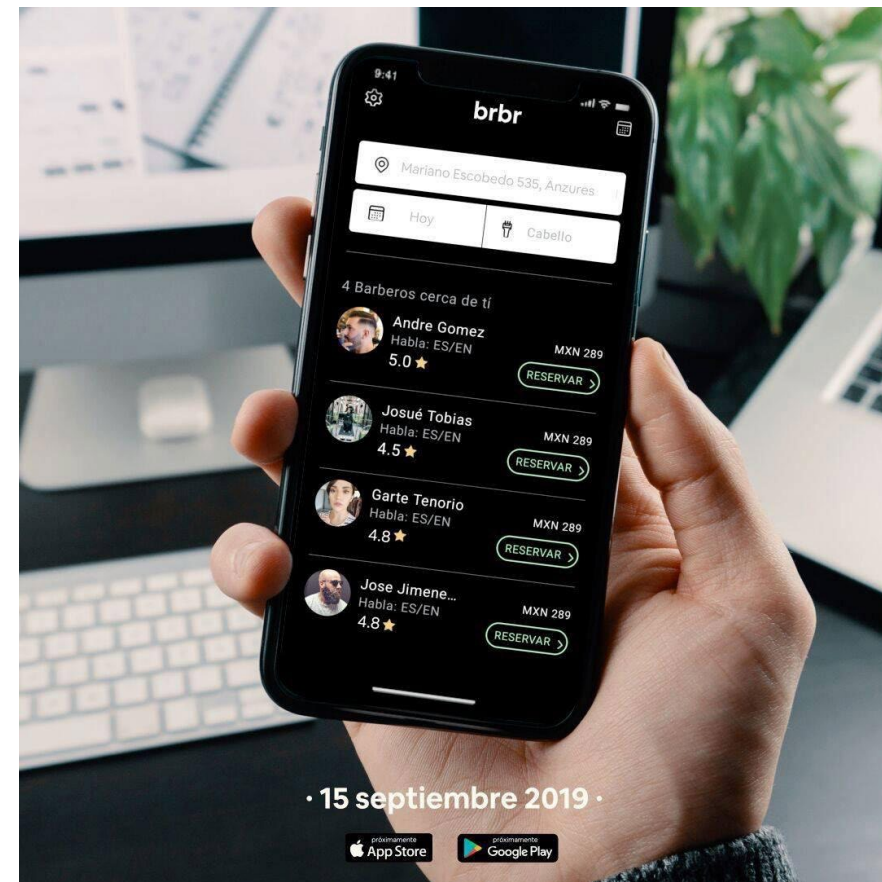
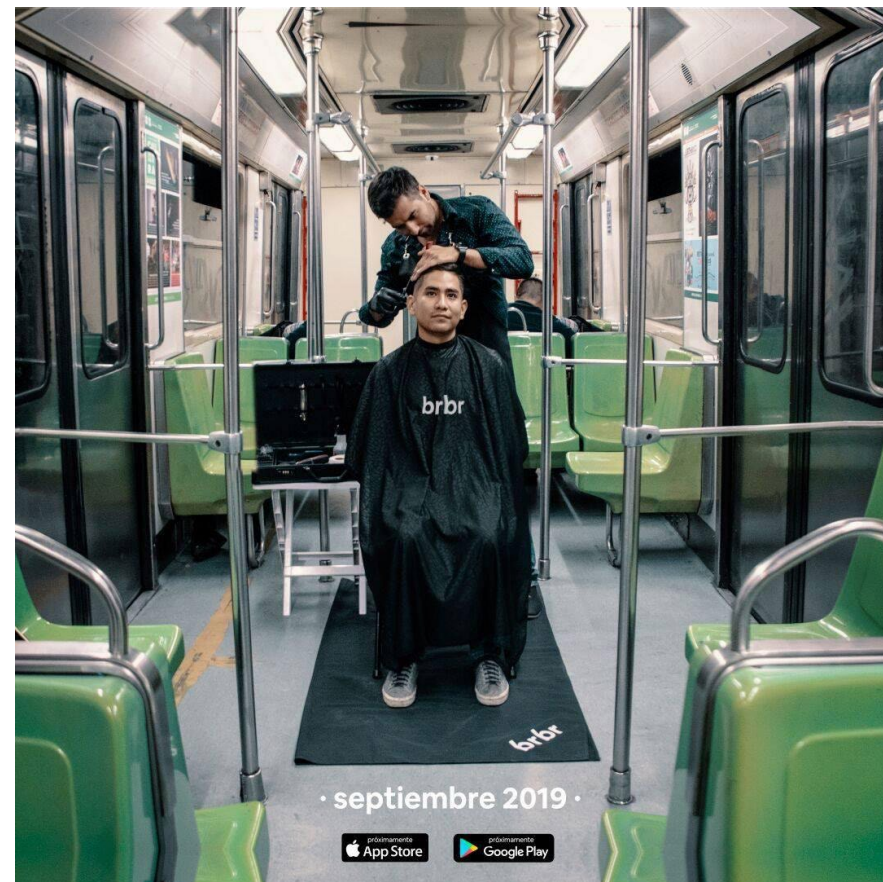


**exa**<sup>FM</sup>

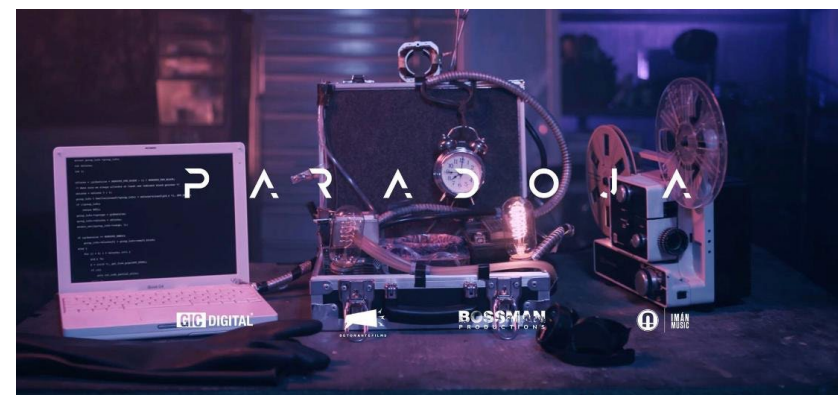
*Sprite*

*Doritos*

# BUSINESS + APP DEVELOPMENT



# CONTENT DEVELOPMENT

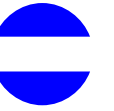


BRANDS LOVE US

WE LOVE BRANDS

// EL SALVADOR





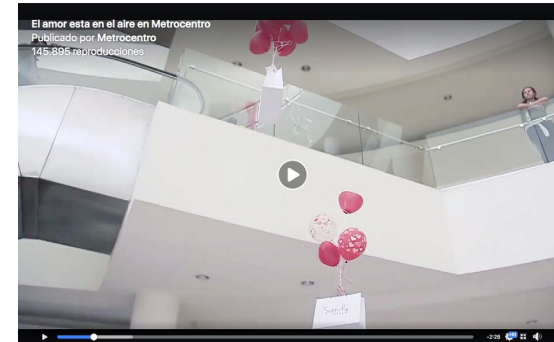
# REGIONAL CAMPAIGNS



Otro Dia Mágico en Metro



Otro Dia Mágico en Metro



El amor está en el aire en Metrocentro



Metrocentro  
12 de febrero

Amigos, ¿ustedes son... Ver más

2,154

394 comentarios



Mágico, ¿Por qué no quisiste jugar con El Barcelona? #OtroDiaMagico EP. 1

931 k vistas



4.5 K



582



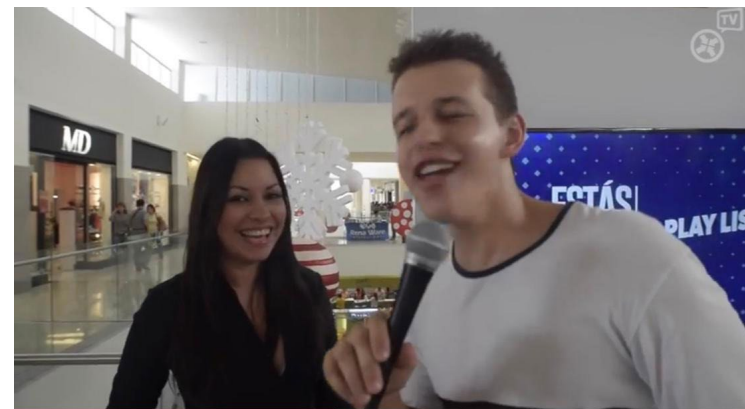
Compartir



Descargar



Guardar



¿Cuál es el peor regalo que te han dado en navidad? - #OtroDiaEnMetro

8,499 vistas



89



6



Compartir

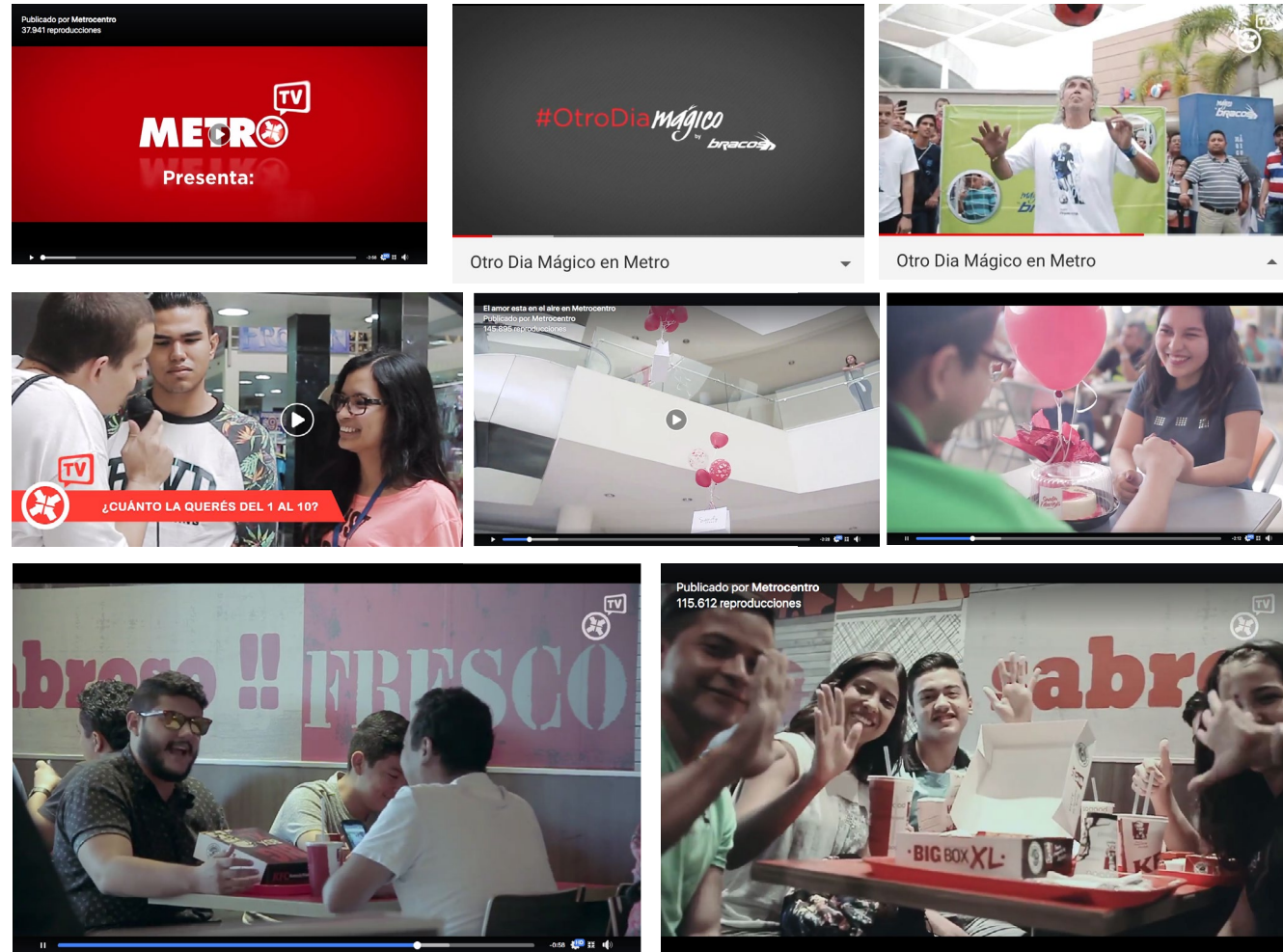


Descargar



Guardar

# REGIONAL CAMPAIGNS



# REGIONAL CAMPAIGNS



Regional strategy for Multiplaza. Production made in El Salvador involving brands such as:

**ALDO**      **MANGO**

**NINE WEST**      **FOREVER 21**      **EXPRESS**



WEREVERTUMORRO  
15,687,914 subscribers



Día Narrado Con Música 8 - Mi Casi Perfecta Cita  
217,270 views      22K likes      176 comments

LITTLE VIEJO  
915,150 subscribers



# ELECTORAL CAMPAIGN FOR CARLOS CALLEJA

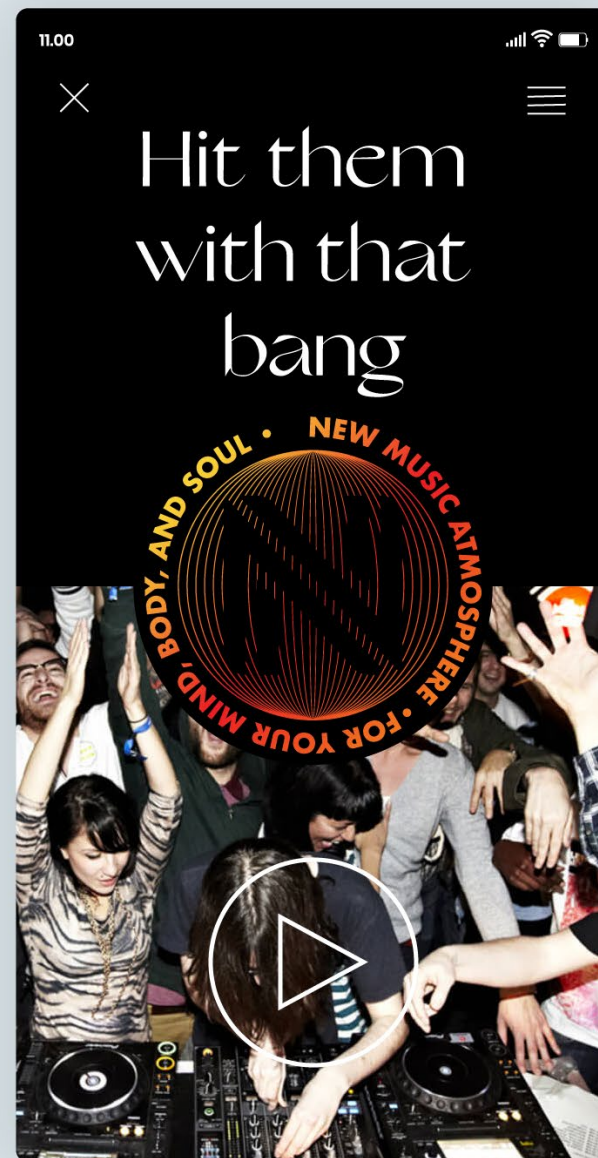
## PRIMARY ELECTIONS



# BRANDING AND GRAPHIC DESIGN



# BRANDING AND GRAPHIC DESIGN





**EXTERNAL CAMPAIGNS**



**RADIO ADS**



**INTERNAL CAMPAIGNS**



**DRONE SHOTS**



**PHOTOSHOOTS**

**INFLUENCER MGMT >**



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 12 de junio · Ver traducción

**LET'S DO SOMETHING  
AWESOME TOGETHER**

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