

Curriculum Vitae



ASIER REINO PRADA

www.asierreino.com

Bilbao, February – 27th -1973

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ACADEMIC TRAINING

Level of studies: Licentiate

1996-2001 -Advertising. Information Science Faculty, University of the Basque Country.

1991-1996 -Journalism. Information Science Faculty, University of the Basque Country.

COMPLEMENTARY TRAINING

2011

Photography-photojournalism course-By Antonin Kratochvil (VII PHOTO)-Al Liquidoi

2006

Photography-photojournalism course-By Ron Haviv (VII PHOTO)-BilbaoArte.

1998-1999

Photography course – advanced photography-Hilargi.

Computer graphic design course-Anallana.

1997-1998

Photography course – advanced and special techniques-Hilargi.

1996-1997

Master in audiovisual aesthetics-Ikuska.

Master in audiovisual scriptwriting-Ikuska.

Documentary scriptwriting course-Ikuska.

Photography course – taking and developing in the laboratory-Hilargi.

OTHERS

4th Conference on Advertising and Marketing of Bizkaia -Asoc. Agencias, 2001.

3rd Conference on Advertising and Marketing of Bizkaia -Asoc. Agencias, 2000. .

WORK EXPERIENCE

September 2008-present time

LACOMUNA VERTICAL s.l

Sector of the Company: Advertising / Marketing / P.R

Position: General Manager.

Description:

General Direction of the company.

Direction of the audiovisual area.

Direction of the Communication department.

Coordination of the human team.

September 2006- present time

ARTOVA ARQUITECTURA s.l

Sector of the Company: Architecture / Design / Decoration

Position: Director of the Communication and Audiovisual Area

Description:

Direction of Communication and Marketing Area.

Direction of the Area of Photography.

June 2005-August 2008

AVEGA Soluciones Audiovisuales Inteligentes
Sector of the Company: Production and Events
Position: Producer and Photographer

Description:

Direction of the Area of photography.
Member of Communication team.
Member of audiovisual Area.
Production.

May 2002-May 2005

PAZ Y TERCER MUNDO-HMB (Now MUNDUBAT)
Sector of the Company: NGO (International Cooperation for the Development)
Position: Director of Communication and Marketing.

Description:

Direction of the Communication and Marketing department.

January 1996-May 2005

- Media Director. Publi-Rey Advertising Agency, Bilbao.
- Editor, photographer, copywriter and creative. Publi-Rey Advertising Agency, Bilbao.
- Scriptwriter, coordinator, announcer and studio producer. Radio Popular, Bilbao.
- Correspondent editor for various tourism publications: Spic, Turism Castilla y León, Silken News, etc.
- Contributor to the written press. El Correo, Deia, etc.
- Free-lance photographer specialised in photojournalism and advertising.
- Public relations in regional tourism conventions and Bilbao International Trade Fair events.

March 1994-January 1996

-Director of the radio department. Publi-Rey, Bilbao

February 1991-March 1994

-Recording and production assistant in the Radio department. Publi-Rey, Bilbao

September 1990-February 1991

-Layout and media management. Publi-Rey, Bilbao.

COMPLEMENTARY INFORMATION

-Director of documentaries like *Haiti, land of hope* (selected for the 27th edition of the Goya Awards, and with a large number of awards and nominations at international festivals), *Cristobal Halffter, imagined freedom*, *Cristina Almeida, historical memory*, *Ways of perfection* or *Return to Africa* serie.

-Member of both the Spanish Federation of Journalists and Travel Writers (FEPET) and the International Federation (FIJET), as well as of the Association of Travel Reporters of the Basque Country (AITEK).

-He has a photographic file of more than 100,000 high-quality digitalised images, the fruit of his travels throughout more than sixty countries in the world, in which he has gathered a great deal of information with a view to producing a large number of graphic reports.

-Award winner for the best radio report of a tourist nature, Villa de Calpe 2000.

-Collaborator as a photographer as well as in communication tasks in various NGOs and official organisations such as UNICEF, SOS Racismo, CEAR, PTM, Asociación de Meninos de Rua, etc.

LANGUAGES

- Spanish: Bilingual
- Basque: Bilingual
- English: Intermediate level (B1)

ABOUT ME AND MY WORK

Interview in *Foreign Policy*

<http://www.fp-es.org/haiti-tierra-de-esperanza-no>

Article - interview in *Gea Photowords*

<http://geaphotowords.com/blog/?p=15456>

Interviews in the Newspaper Bilbao - July 2012-pag 35

http://www.bilbao.net/es/Satellite?c=BIO_Publicacion_FP&cid=1279120579811&language=es&pageid=3000018331&pagename=Bilbaonet%2FBIO_Publicacion_FP%2FBIO_GrupoPublicacion

Article in *Carta de las culturas*

<http://cartadelasculturas.blogspot.com.es/2012/06/asier-reino-lo-que-ocurre-en-haiti-es.html>

La 2 (TVE) Interview to Asier Reino and Pablo Llano in the program *Para todos la 2*

<http://www.rtve.es/m/alacarta/videos/para-todos-la-2/para-todos-2-ong-cesal-terremoto-haiti/1420450/?media=tve>

Juan Ramon Lucas's interview to Asier Reino in RNE's program *En Días como hoy* (min 44,36)

<http://www.rtve.es/alacarta/audios/en-dias-como-hoy/dias-como-hoy-cuarta-hora-23-05-12/1418098/>

Tony Garrido's interview to Vicente Romero in RNE's program *Asuntos Propios* (Min 36,47)

<http://www.rtve.es/alacarta/audios/asuntos-propios/asuntos-propios-segunda-hora-22-05-12/1418661/>

News in teh Diary El Correo

<http://www.elcorreo.com/vizcaya/v/20120524/cultura/periodista-bilbaino-asier-reino-20120524.html>

News in teh Diary GARA

<http://www.gara.net/paperezkoa/20120526/343277/es/Asier-Reino-acerca-esperanzas-Haiti-documental>

Interview-News in teh Diary DEIA

<http://www.deia.com/2012/06/28/ocio-y-cultura/cultura/sin-pobreza-y-conflictos-el-sistema-no-funcionaria>

News in *Te interesa*

http://www.teinteresa.es/cine/Andres-Forges-Ramon-Lucas-Haiti_0_705530922.html

Diario YA

<http://www.diarioya.es/content/hait%C3%AD-tierra-de-esperanza>

Europa Press 2012-05-23

<http://www.europapress.es/epsocial/ong-y-asociaciones/noticia-soraya-rodriguez-psoe-reclama-espana-siga-cumpliendo-compromiso-ayuda-haiti-20120523152336.html>

Servimedia 2012-05-23

<http://www.servimedia.es/Noticias/DetalleNoticia.aspx?seccion=21&id=226562>

Qué Diary 2012-05-23

<http://www.que.es/ultimas-noticias/sociedad/201205221856-documental-haiti-tierra-esperanza-muestra-cont.html>

Noticias Sin 2012-05-23

<http://www.noticiassin.com/2012/05/haiti-tierra-de-esperanza-documental-espanol-que-retrata-el-pais-caribeno/>

Terra 2012-05-23

<http://entretenimiento.terra.cl/cine/haiti-tierra-de-esperanzadocumental-espanol-que-retrata-el-pais-antillano,78ca8534de977310VgnVCM20000099cceb0aRCRD.html>

Humania.tv 2012-05-23

<http://www.humania.tv/agenda/estreno-del-documental-hait-tierra-de-esperanza-en-caixa-forum-madrid>

Irekia Euskadi. 2012-05-23

<http://www.irekia.euskadi.net/es/news/10685-delegacion-del-gobierno-vasco-madrid-acoge-presentacion-ante-los-medios-del-ultimo-documental-del-periodista-realizador-vasco-asier-reino-que-estrena-hoy-caixa-forum-haiti-tierra-esperanza>

AM Solidaridad 2012-05-23

<http://www.asturiasmundial.com/noticia/24288/asier-reino-estrena-su-ultimo-documental-haiti-tierra-de-esperanza/>

Izaronews 2012-05-23

<http://www.izaronews.info/euskadi/2012/cultura/11514>

La guía tv 2012-05-24

<http://www.laguiatv.com/programa/ficha/haiti-tierra-esperanza/331481>

La Información 2012-05-29

http://noticias.lainformacion.com/catastrofes-y-accidentes/terremoto/haiti-tierra-de-esperanza-documental-espanol-que-retrata-el-pais-antillano_McOW7KfkcgvNdIQABOlgs5/

Servimedia

<http://www.servimedia.es/Noticias/DetalleNoticia.aspx?seccion=23&id=226560>

<http://www.servimedia.es/Noticias/DetalleNoticia.aspx?seccion=21&id=226562>

Lainformación

http://noticias.lainformacion.com/asuntos-sociales/familia/soraya-rodriguez-lamenta-que-rajoy-recorte-en-educacion-cuando-en-haiti-las-madres-se-desviven-para-que-sus-hijos-vayan-al-colegio_ALqMnU2sn1A1fYoN7pVo47/

Lotubit News

<http://www.lotubit.com/es/news/cultura/el-periodista-bilbaino-asier-reino-denuncia-la-pobreza-de-haiti-en-un-documental-56360.html>

El País Costa Rica

http://www.elpais.cr/frontend/noticia_detalle/7/67568

El economista

<http://ecodiario.eleconomista.es/espana/noticias/3988572/05/12/Madrid-acoge-el-estreno-de-haiti-tierra-de-esperanza-un-documental-de-asier-reino.html>

Europa Press

<http://www.europapress.es/epsocial/ong-y-asociaciones/noticia-soraya-rodriguez-psoe-reclama-espana-siga-cumpliendo-compromiso-ayuda-haiti-20120523152336.html>

Diary Siglo XXI

<http://www.diariosigloxxi.com/texto-s/mostrar/60538/madrid-acoge-el-estreno-de-haiti-tierra-de-esperanza-un-documental-de-asier-reino>

El nuevo diario

<http://www.elnuevodiario.com.do/app/article.aspx?id=287408>

Guasabara Editor

<http://guasabaraeditor.blogspot.com.es/2012/05/haiti-tierra-de-esperanza-documental.html>