

Marcos A. Badra

a b o u t m e



marcosbadra
photography & design



My name is Marcos Alejandro Badra; I was born in the city of Cordoba, Argentina on January 11, 1976. I have a Bachelor Degree in Environmental Management, graduated in Blas Pascal University in 2005.

I was awarded the honorific title of Master Degree in Business Leadership by The World Confederation of Business located in Huston Texas because of the results I achieved in the Educational Sciences Inter American Foundation (FICDE). I am a Master Degree student in International Cooperation Project at FUNIBER University and I will complete the course in 2017.

I have worked with design graphic for more than 20 years. My first contact with the graphic design world was in my family's company when I developed a brochure for one of our businesses, a bakery and café. I had participated in some workshops called "How to Develop Brochures" previously, in 1990 and had studied Corel and Photoshop in 1992 with a private teacher as well.

Afterwards, in 1995, I started my own graphic design company. My first customers were my family's companies and other organizations in my city, such as some churches, the Educational Sciences Inter American Foundation (FICDE), San Alberto Primary and Secondary School among others.

In 1998, I did my first international work in Caracas Venezuela to Didaktos, an educational organization that teaches courses at universities at colleges throughout Latin America.



About me

In 2001, I spend several months in Mexico and there I worked in different projects creating the corporative image and advertising for various events at the National University in Mexico City (UNAM) and at the National University of Guadalajara. The projects I developed in Mexico included printed materials like flyers, brochures, business cards and posters, and other graphic designs like banners and web pages.

In 2003, I developed my first edition design format for the book "Super Lectura" published by Caledib Editions, in Argentina.

In 2007 I moved to Brazil; however, I continued performing services for my costumers in Argentina until 2008. In that year, I began developing design projects for organizations in Campinas - Brazil, such as Churches, NGO and companies like BASF and International Paper.

Three years later, I started a new business plan as a freelancer to develop several projects including graphic design and photography.

Comporative communication and marketing

Photography

I also developed services related to corporative image and advertising for web sites, brochures and formal presentations for companies.

CGAgeo: Recorded of events and developed of images for corporative communication and marketing.



CGAgeo: Professional pictures of all company staff to comporative communication and marketing.



I started my formal studies in photography in January 2012 at Camerra55 Institute in Campinas, Brazil. In a short time, my business venture grew up very fast and I started to offer different photography services such as industrial photography for different companies, portrait photography and special event photography.

In 2012, I performed the first photography projects for Churches to record the regular services and extraordinary meetings, events and other activities. Furthermore, I changed the legal modality of my services creating a Company named Marcos A. Badra Consutoria ME.

Photography

Corporate and technical photography



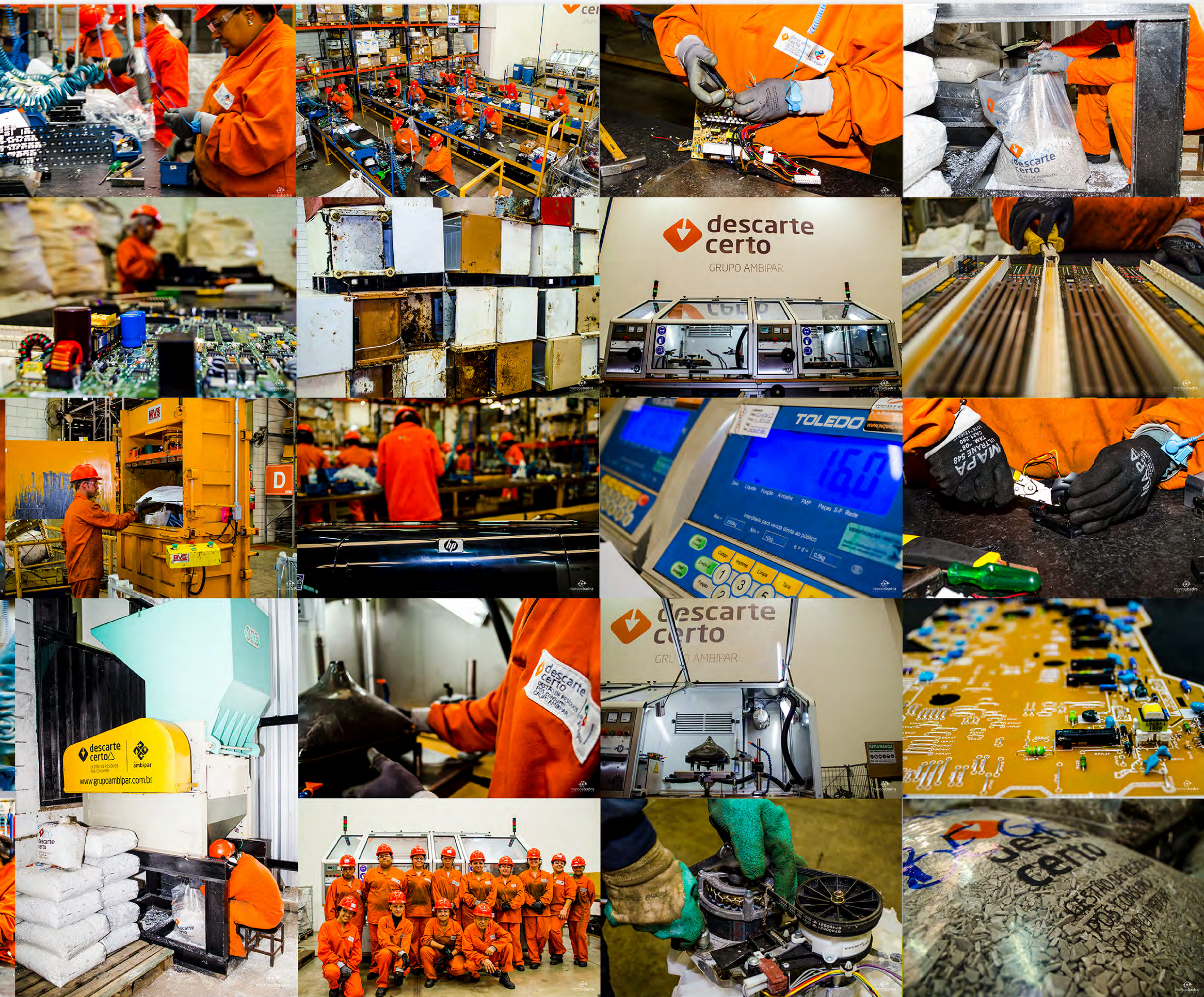
BASF and Jora Brazil: Composting Project in Joinville, Brazil - Record of all composting process



BASF: ecovio® pilot project with Mogi Mirim City Hall, state of São Paulo, is an important initiative, that proves the efficiency of the composting process as a contribution towards the management of urban solid waste. BASF also conquered an important position in a well-established sustainability index in Brazil, being nominated as one of the most sustainable companies in the country.

Photography

Descarte Certo: corporate pictures about the process of e-waste recovery.



My services included:

- Studio commercial photography;
- On-site commercial photography;
- Set dressing and make up services for photo shoots;
- Photo editing and digital editing work;
- Delivery of prints or digital files of photo shoots;
- Web portal to access digital files from shoots and manage editing process with clients.

The key to success were established Photography Services that are flexible to the needs of small and medium-sized businesses and offered a range of additional services, such as graphic design, printing, photo editing, framing, and production of photos in a variety of digital formats.



Corporate events photography

Photography

BASF: corporate pictures in the CasaE, in seminary together the Sao Paulo Government and other stakeholder.



My projects were developed in different kind of customers:

- **Small Businesses:** I made signs, menus, flyers, brochures, websites, newsletters, banners, photography shots, etc. for small businesses.
- **Companies:** I made signs, menus, flyers, brochures, websites, newsletters, banners, photography shots, etc. for small businesses.
- **Non-governmental organization:** I performed services for organizations like foundations, churches and associations registering their activities and services.
- **Families:** I met the needs of families to capture the singular moments of their lives and keep these special memories alive forever. We were always available for photo shoots at clients' homes or in nature.
- **Professionals:** I served customers who have business and need high-quality photos in order to promote their images and services through different channels like social networking.

At that time, I also developed services related to corporate image and advertising for web sites, brochures and formal presentations for companies like Descarte Certo, BASF, ABICOM, CGAGeo, Visafertil, Construrban and Marcelo Melaratto Consultoria, among others, in the state of Sao Paulo and other states of Brazil.

I created the web site www.marcosbadra.info and used Facebook adverts to promote my services and reach more costumers effectively.

In 2013, I created the new professional logo for my pictures in order to promote my brand in the market of Campinas, Brazil. On January I began my first personal photography project named “Colourful Cities”, and two months after two pictures of that project were selected to be shown in an exhibition in Castro Mendes Theatre called ... My pictures were published in local magazines and websites, increasing the visibility of my work in the region.

During 2013 and 2014, I took different pictures in Europe as part of my project Cities in Movement and my chapter “London in Movement” was selected to participate in the exhibition named Amarelinha, inspired in a book written by Julio Cortazar, which took place in Camera55 Gallery in Campinas, Brazil. That exhibition improved and increased the number of people demanding my services because my pictures were published in several magazines and social networking sites.

In 2014, the president of the Humus Group, Clemente Lunardi, hired me to record his participation in the Porsche GT3 Cup Brazil in Cascais - Portugal.

Sport & Events

Photography

Luis Clemente Lumbardi & The Porsche GT3 Cup Challenge Brasil. I worked as photographer of Clemente in Cascais, Portugal.

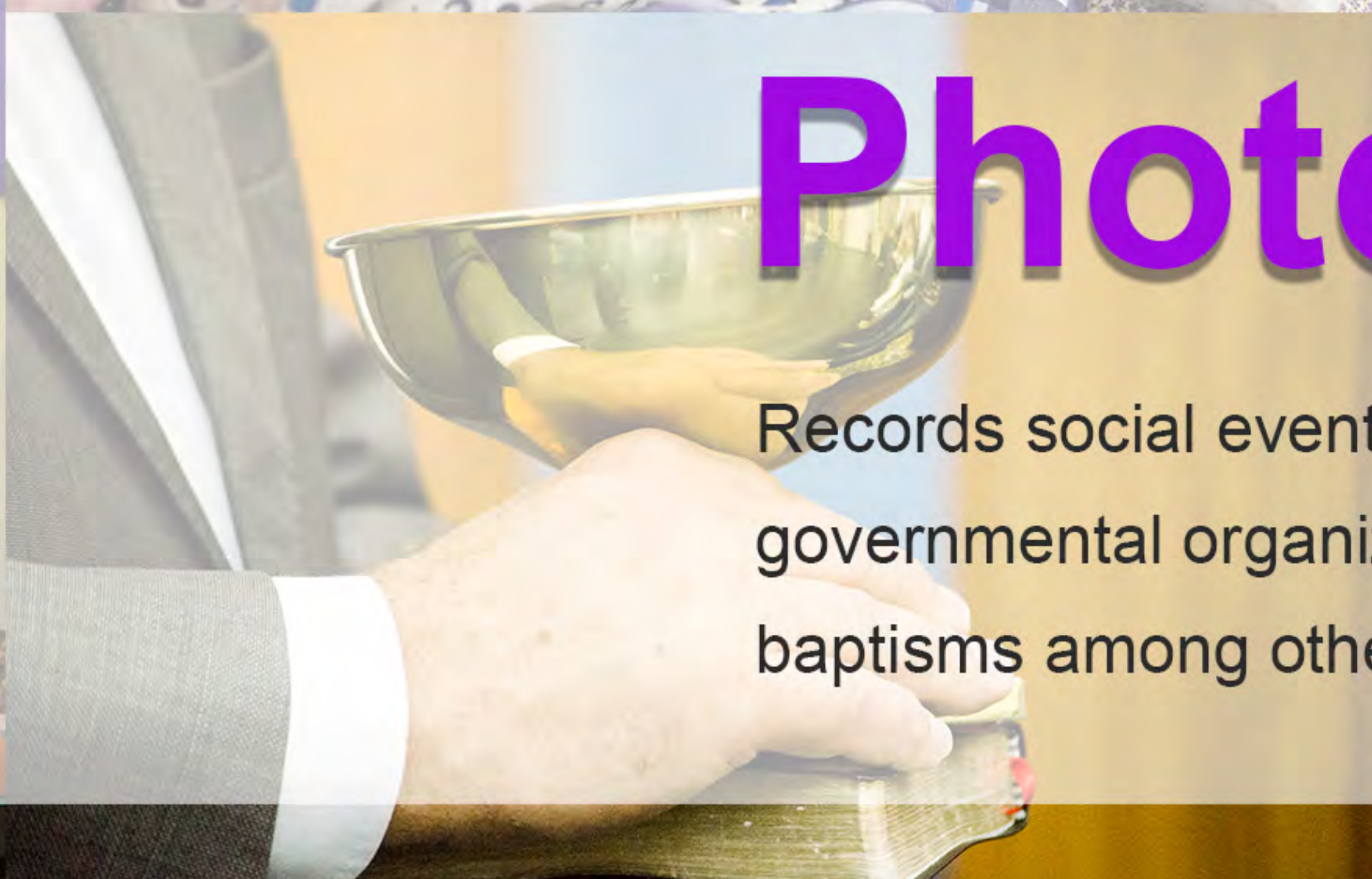


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photography



In 2014, my wife Mirian started the course of photography in Camera55 Institute and one year later, she improved her knowledge attending a workshop on newborn and baby photography with the idea of working together.

At the same time I begin to take professional personal pictures for Social Networking and other types of qualified presentations like personal advertising for events, books, professional cards, etc.



Social Events Photography

Records social events organized for non-governmental organization like churches, societies, baptisms among other.

Moved to Canada

Here in Canada I became a member of the Richmond Photo Club and a member of the Vancouver Art Gallery.

Currently, I am investing to purchase new devices and equipment to improve my work in the photography area. I use the Adobe Creative Cloud, a Professional Camera by Canon 6D and another Professional Camera by Nikkon D5100, iMac (21.5-inch), among other devices. I also have four computers to process images and to develop graphic design.

I have already translated my Web Site and Facebook page to English and I used Google and Facebook advertising in English to promote my work.

Currently, I am developing a project for Nelson Avenue Community Church to create a members directory with pictures of the families that attend the church regularly. The Church has around 600 members and is located in the city of Burnaby, BC.

I am working as well to offer the services to professionals such as personal pictures for Linkedin and other social media sites.



Professionals

Photography

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Schools Photography

Pictures of events in schools, like Multiplo School,
Campinas, Brazil.



Portrait Photography

A portrait is a photograph in which the light of the eyes and the expression of people is predominant. The intent is to display the likeness, personality, and even the mood of the person. For this reason, in my work, a portrait is usually a connexion between people and the photographer, in which I try to capture the essence of them in the picture. A portrait often shows a person looking directly at me, in order to most successfully engage the subject with the viewer.



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Portrait

Photography



Portrait Photography



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Portrait
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Cultural Events

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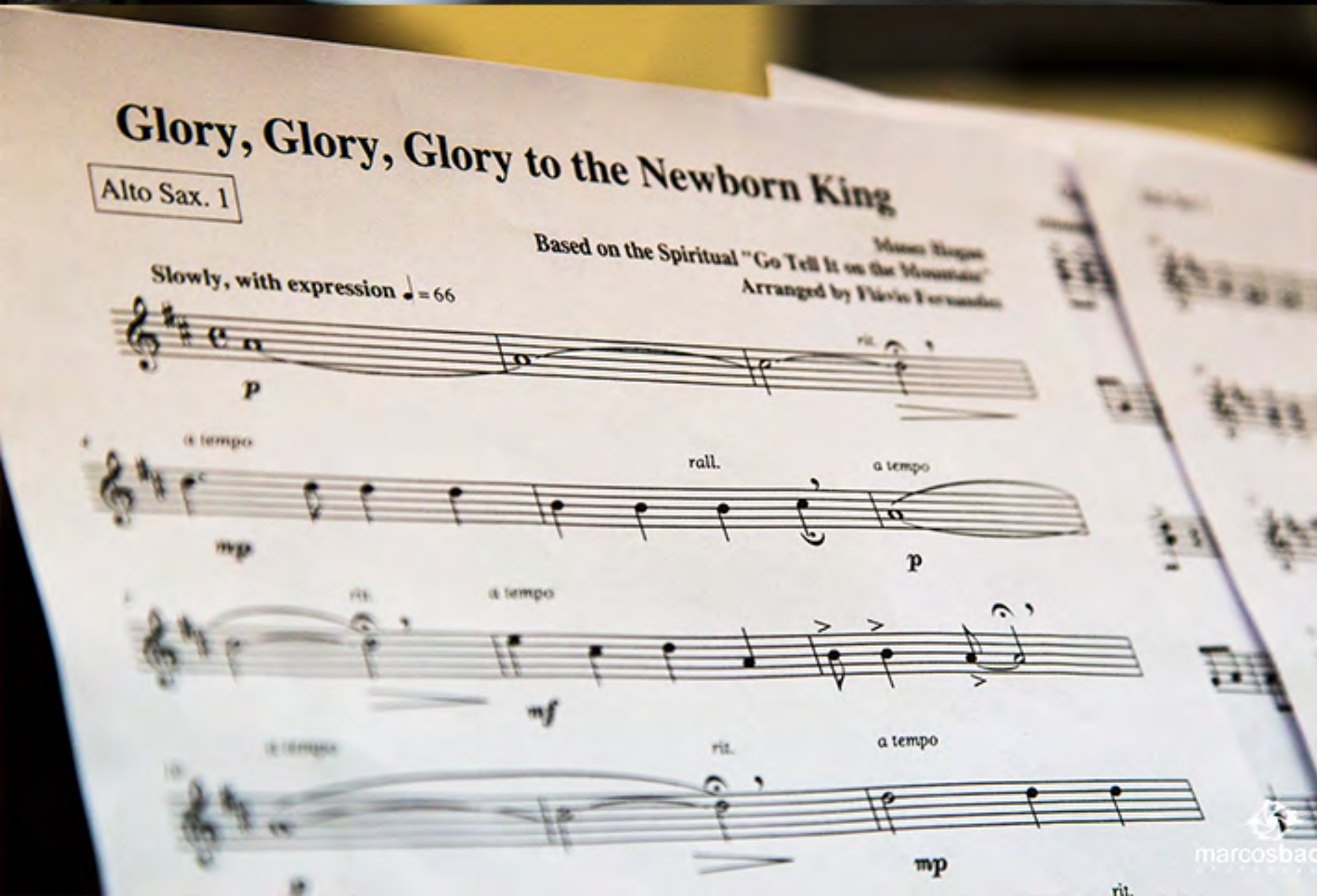

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Birthdays
Photography



Birthdays Photography



London in movement

Photography



London in movement

Photography