



JUANJO GONZALEZ

Cultural Tourism Professional
Sustainable Tourism Entrepreneur
Capoeira Scholar & Docent
Multimedia Creative

INTRODUCTION



I am a multidisciplinary professional.

I believe that the human essence flows from the sensory capacity of music, art, and movement. Due to this sensibility, I have dedicated more than a decade of my life to the **practice and research of Capoeira & Brazilian culture**. In them I have found art-forms to imprint my feelings, talents, and abilities. I am also a **teacher, professional photographer, and multimedia creative**.

I apply this knowledge as a **tour guide** and my narratives are oriented to offering meaningful experiences for intellectually curious travelers who love to learn while traveling.

As an **IT resources manager** and **web implementer**, I have developed the ability to bridge the gap between users and technology under a human-oriented approach.

Most recently I culminated these varied skill sets as a **Co-founder and entrepreneur in sustainable tourism**.

CONTACT



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PROFESSIONAL EXPERIENCE

CO-FOUNDER, TECH & PUBLIC RELATIONS

Impact Travel Collective - www.impacttravelcollective.com
March 2020 - Today

Collective network of independent Latin American tour guides in the creation of a collaborative platform for education and development of digital sustainable tourism services with social, environmental, and prosperity impact based on the UN Sustainable Development Goals.

- Idealization and co-founding.
- Implementation of web solutions for communication, teamwork and sales portal.
- Networking, collaboration and support in the sustainable tourism industry on an international level.
- Obtained 2nd place in the 2020 Travel Massive Tourism Social Entrepreneurship Competition

FOUNDER, TOUR GUIDE & CAPOEIRA TEACHER

Capoeira Paraty - www.capoeiraparaty.com
July 2019 - Today

Project for the rescue, teaching, and promotion of Capoeira as an artistic and community-based expression from experiential tourism and cultural production.

- Development of experiential/transformational Capoeira workshops for travelers.
- Professional host for Bradesco during RIO 2016 Olympics through iLUKA
- Achieved the most and best rated historical tour of Paraty on the Airbnb Experiences platform.
- Development of virtual tours & workshops for several digital platforms.
- In-Person & remote Capoeira teaching classes.
- Production of digital content in Spanish, Portuguese, and English about Capoeira and Brazilian history.

ACADEMIC BACKGROUND

CIETH-CENTRO INTEGRADO DE ESTUDOS EM TURISMO & HOTELARIA - RIO DE JANEIRO

Tour Guide (Regional/RJ & National Excursion)
2016

- Licensed Guide CADASTUR - [19.027701.96-0](https://www.cadastur.gov.br/consulta/consulta-licenciado)

CAPOEIRA LONGE DO MAR - MEXICO

2008 - Today
Certified Capoeira Instructor & Docent

- Mentorship: M. Acordeon - United Capoeira Association E.U.A./Brasil
- Participant and supporter of the project [B2B Joga Capoeira](https://www.b2bjogacapoeira.com)
- Learning in Brazil with M. Ferradura e Itapuã Beiramar
- Certified by [Capoeira Longe do Mar](https://www.capoeiralongedomar.com) A.C. - México

UNIVERSIDAD DEL VALLE DE MEXICO

2007 - 2010
Informática Administrativa

INSTITUTO POLITÉCNICO NACIONAL - ESCOM - MÉXICO

2000 - 2003
Sistemas Computacionales

LANGUAGES

- Native Spanish
- Fluent English & Portuguese