

Jorge Andres Salgado

Miami, FL

jorgeasalgadobusiness@gmail.com

(786) 309-8919

Professional Summary

Communications executive with more than a decade of experience in performance based marketing. A focus on providing valuable work in advertising, marketing and modern business.

Well versed in a variety of industries such as education, direct to consumer, business to business, non-profit, consumer packaged goods and business consulting.

Work Experience

Director of Marketing

Farm Share-Miami, FL

May 2023 to Present

Manage all communications for Farm Share, Florida's largest food bank at the local, city and state level. Maintained the Brand Standards for Farm Share.

- Built company systems and protocols to improve workflow and increase sales.
- Directed legislature campaign for Farm Share to receive \$6.5 million dollars from the state of Florida.
- Directed the iHeart Media raffle to fundraise \$180,000.
- Supervised partnership collaborations with brands such as Publix, Miami Marlins, Coca Cola, Zephyrhills, Olipop, iHeart Media, Telemundo, Univisión, Sunshine Healthcare.
- Supervised design team to make sure proper content is produced that aligns with the brand identity.
- Managed communication channels such as social media and print media.
- Worked with government at local, city, state and federal level to coordinate Farm Share communications.
- Developed & obtained approvals for Media Plan & Creative assets to support all marketing & branding initiatives
- Represented marketing at weekly meetings, leading the conversation & maintaining status documents/ Coordinated production schedule, tracking and delivery.
- Implemented modern workflow and marketing strategies to produce communications efficiently.
- Managed the advertising agency media team to produce content.
- Built Social SEO strategy to optimize content and increase search results on Google and social media platforms.
- Produced content such as commercials, posters and photographs. Build social media marketing strategy to increase guests and customers.
- Launched new tools to market such as custom social network, website builder platform, CRM sales platform, Email bulk platform and SMS platform.
- Reconciled Post-Media invoices, tear sheets & reporting
- Fully executed & wrote creative briefs to the creative agency for all advertising needs including direct mail, eBlasts and all collateral pieces.
- Wrote content for advertising materials including mailers, eBlasts and promotional material/collateral.
- Proofread content throughout all advertising channels (mailers, vouchers, posters, rack cards, brochures, digital etc.).

- Coordinated all aspects of advertising, including but not limited to, digital, direct mail, radio, TV, Outdoor, print and social media.
- Interfaced with all department heads to ensure timely development of creative materials for all property promotions.
- Ensured advertising run lists (TV & Radio spots, print insertions, out-of-home billboards) are accurate and deadlines are maintained and monitored.
- Prepared and enter purchase orders for services from agencies and vendors; process invoices, order supplies, maintaining purchase logs.
- Coordinated photo and video shoots and prepare shot lists.
- Maintained property videos and photography logs and files.
- Coordinated creation, delivery and distribution for projects including, but not limited to, fundraisers, community food distributions and sponsor collaborations.
- Coordinated outdoor advertising production and installation. Route and maintain all billboard contracts.
- Maintained up to date photo, video & logo libraries
- Maintained electronic and hard copy files of all completed production jobs.
- Developed PowerPoint updates to Staff Meetings and Campaign Overviews.

Marketing and Social Media Manager

Miccosukee Casino and Resort-Miami, FL

January 2022 to May 2023

Manage social media accounts for all Miccosukee brands and enterprises including Miccosukee Casino and Resort, Miccosukee Tribe of Indians, Miccosukee Golf and Country Club and Miccosukee Indian Village.

- Managed communication channels such as social media and print media.
- Requested ad mat & media requirements from Tour Manager & Artist Agents to support initiatives for marketing Entertainment acts for Miccosukee & other venues.
- Developed & obtained approvals for Media Plan & Creative assets to support all marketing & branding initiatives
- Represented marketing at weekly meetings, leading the conversation & maintaining status documents/ Coordinated production schedule, tracking and delivery.
- Implemented modern workflow and marketing strategies to produce communications efficiently.
- Managed the in house advertising agency MAPA Miccosukee Advertising and Print Agency media team to produce content.
- Worked with tribal land government to coordinate Miccosukee communications.
- Built Social SEO strategy to optimize content and increase search results on Google and social media platforms.
- Produced content such as commercials, posters and photographs. Build social media marketing strategy to increase guests and customers.
- Launched new tools to market such as custom social network, website builder platform, CRM sales platform, Email bulk platform and SMS platform.
- Reconciled Post-Media invoices, tear sheets & reporting
- Fully executed & wrote creative briefs to the creative agency for all advertising needs including direct mail, eBlasts and all collateral pieces.
- Wrote content for advertising materials including mailers, eBlasts and promotional material/collateral.
- Proofread content throughout all advertising channels (mailers, vouchers, posters, rack cards, brochures, digital etc.).
- Installed and removed property-wide signage.
- Updated & audited signage throughout property.
- Coordinated all aspects of advertising, including but not limited to, digital, direct mail, radio, TV, Outdoor, print and social media.
- Interfaced with all department heads to ensure timely development of creative materials for all property promotions.

- Ensured advertising run lists (TV & Radio spots, print insertions, out-of-home billboards) are accurate and deadlines are maintained and monitored.
- Prepared and enter purchase orders for services from agencies and vendors; process invoices, order supplies, maintaining purchase logs.
- Coordinated photo and video shoots and prepare shot lists.
- Maintained property videos and photography logs and files.
- Coordinated creation, delivery and distribution for projects including, but not limited to, Poker Room, the spa, food and beverage, hotel & pool operations, valet, The Shoppes & third party vendors, Human Resources, Sales & Catering, Miccosukee Casino and Resort. Projects would include direct mail, special event invitations, ads, menus, key cards, print ads, directional signage, backlights, rack cards, etc.
- Coordinated outdoor advertising production and installation. Route and maintain all billboard contracts.

Menswear Sales

Nordstrom

October 2016 to November 2017

- Curated apparel items for clients.
- Established relationships with vendors and luxury brands.
- Promoted new collection from menswear brands.
- Built client database for marketing.

Business Development Director U.S

Tropical Delight

September 2014 to October 2016

- Built distribution accounts in South Florida for Tropical Delight beverages.
- Provided marketing strategy for digital and print media.
- Established product distribution agreements.
- Worked with product distributors to establish distribution routes.

Education

Bachelor's degree in Business

Saint Thomas University

Skills

- Lightroom
- Proven track record of leading and executing successful social media, branding, marketing campaigns and of driving marketing results.
- YouTube
- Extensive social media campaign content creation/community management.
- Microsoft Word, PowerPoint and Excel proficient
- Marketing automation
- Email marketing
- Video editing
- Ableton Music production
- Excellent knowledge of the Adobe Suite Photoshop

- Facebook advertising manager
- Digital Marketing proficient
- Demonstrated skills and techniques to recognize problems and find solutions that uphold company core values.
- Twitter
- Web Design
- Snapchat
- Proficient in CRM and database management such as Salesforce and Hubspot
- Strong sales experience
- Lead generation
- Premier Pro
- Google Ad words
- Video production
- Photography experience
- LinkedIn
- Illustrator
- Proficient in project management
- E-commerce
- Direct marketing
- Advertising proficient
- Strong written and oral communication skills both English and Spanish.
- Experience managing and maintaining a social media calendar.
- Comfortable to multi-task and work under pressure with quick problem solving skills.
- Social Media Management Facebook
- More than a decade of experience in senior leadership in marketing and communication
- Database marketing
- Search Engine Optimization proficient
- Knowledge of media buying, reviewing media related summaries, flowcharts and media schedules.
- Copywriting
- After Effects.
- Social media marketing
- Graphic design
- Extensive marketing experience with Google and FB PPC campaigns and website optimization.
- SMS marketing
- SAAS
- Instagram
- Proficient knowledge of Microsoft Office-Outlook, Excel, Power Point and Word.
- Social Search Engine Optimization proficient
- Pinterest
- Self-motivated and flexible with strong organizational skills and the ability to work well with timelines and objectives.

- Excellent copywriter and proofreader.
- A passion for marketing, sales and communications

Languages

- English - Fluent
- Spanish - Fluent

Links

jorgeandressalgado.com

Certifications and Licenses

Driver's License