

JAVIER SALAZAR

SPANGLISH COPYWRITER

OBJECTIVE

In search of a refreshing, long-term career where I'd continue using my managerial and advertising skills for more meaningful projects and to prove to my parents that investing in Ad school was worth it.

EDUCATION

COPYWRITER/ SOCIAL MEDIA STRATEGIST/ VALEDICTORIAN

Miami Ad School | SF, NY, CDMX | 2018-2020

BACHELOR OF ARTS MASS COM. JOURNALISM ADVERTISING

CSU Fresno | 2012-2018

SKILLS/ INTERESTS

- Community Oriented: understanding of diversity within communities & "support earns support"
- Spanish & English highly literate
- Team Leader
- Copywriter: translate words into simple, direct writing easy to understand depending on target audience in long or short copy.
- Video/ Audio Scripting/ Production
- Work driven: from butcher to NYC creative, job must get done
- Extremely organized (ADHD level): ALWAYS plan and prep before to achieve later
- Yet, pretty flexible: Best plans come with much room to improvise
- Experienced in Excel, Apple Numbers, or Adobe creative for graphs, budgets, schedules, maps, layouts, designs, etc.
- Storytelling
- Multi Cultural Work

CONTACT

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EXPERIENCE

COPYWRITER/ WEB DESIGNER/ CONTENT CREATION

Freelance | 2020 - PRESENT

- Provide local businesses with professional brand recognition through online or print; otherwise an inconvenience to attain from traditional ad agencies.
- Developed the OOH campaign, Loteria Menu, introducing clients to MDV's new menu.
- Sites Designed: soloriosorganic.com | 4seasonsrenovates.com | bonitalashbar.com

INTERN COPYWRITER

FCB MEXICO | GREY GROUP | THE COMMUNITY | 2019 - 2020

- Content creator Gillette Treo launch; a razor built for caregivers to shave their loved ones
- Produced over 20 assets for the campaign.
- Copywriter/ brainstormer on #OldBayFanContest.
- Concept and produce creative ideas for Bank of the West's 3 current campaigns focusing on OOH, Social Media, and Campaign launch.

MANAGER/ SOCIAL + PROJECT COORDINATOR

Mercado Del Valle | 2020 -present

- Manage 10+ team members serving 300+ daily customers.
- 6,000+ followers, 92% engagement increase on social.
- Excel or Adobe creative programs to create schedules, budgets or layout, map and prepare upcoming events.
- **2022's Best Meat Market in King's County: Hanford Sentinel**
- **Toy Drive:** 3 years of successful drives, started with 1 sponsor (MDV) to 10+ current sponsors, up to 5000+ gifts to children in the area.
- **Pandemic Give Away:** serve lunch for 300+ Ag workers, pass out 5000+ goody bags (groceries and home needs) for needing families in the area.
- Give notice to events through self-produced social posts, 600+ flyers/ posters designed and printed myself.