

## Personal Profile

Creative, meticulous, and energetic individual with well-crafted interpersonal skills.

Having balanced multiple jobs at once, and coming from a background filled with a variety of experiences I am able to adapt and learn quickly, manage multiple projects at once, while maintaining a positive attitude and motivating others.

## Education

### Muhlenberg College

B.A Media & Communications

B.A Theatre

3.8 GPA | Dean's List 5 Semesters

### Baruch College

Macaulay Honor's Program

Dean's List 2 Semesters

\*Transferred\*

## Skills

**Languages:** Spanish (Native), Portuguese (Advanced).

**Programs:** CreatorIQ, GoogleSuites, Canva, iMovie, ProTools, GarageBand, AirTable, Microsoft Office.

**Miscellaneous:** Public Speaking, Creative & Persuasive Writing, Content Creation

## Accolades

**\*Wasted Talent Mini-Series:** Finalist for "Fade In Awards" (Los Angeles); Selected for KatraLatinx Film Festival (New York); Selected for "Miami WebFest (Miami)

**Publications:** Song of Eretz Poetry ("Mi Isla"), Letter to The Morning Call Newspaper ("1st Amendment Opinions")



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# Alberto Garrido

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## Experience

### TelevisaUnivision

#### Associate Campaign Manager

Jul. 2023 - Present

- Attend campaign shoots and act as onsite talent manager at events such as The Latin Grammy's, Gold Cup, & Premios Juventud.
- Write scripts for social posting.
- Link creator social media handles to third party platforms for metrics monitoring.
- Outline and draft content scripts for talent and client approval.
- Ensure campaigns go live by communicating feedback from client to talent.
- Discover 150+ creators to pitch to clients for social media/television campaigns.
- Organize and collecting social metrics for 30+ campaigns for social wrap reporting.

#### Content Coordinator

Jun. 2022 - Jul. 2023

- Identified creators to include in campaign asks.
- Created and develop social media series.
- Facilitated communication between talent and internal teams.
- Increased social impressions by over 60%.
- Ensured brand safety by monitoring all talent's social media.
- Communicate efficiently across the socials, finance, and creator team in both Spanish and English.
- Tracked invoices and expense reports to maintain a payment database for all talent.
- Managed team meetings and calendar.

### Wasted Talent Mini-Series\*

#### Producer & Creator

Dec. 2020 - Nov. 2022

- Created marketing campaign plans through the pre and post production process.
- Designed pitch-decks and creative graphics for online usage.
- Networked with potential investors to receive 100% project funding.
- Wrote scripts and loglines authentic to the Latino and Gen-Z experience.

### Rachel Feinstein (Actress & Comedienne)

#### Personal Assistant (Temp.)

Mar. 2022 - May 2022

- Edited comedic content to share for social media.
- Wrote punch-lines and set-up for jokes.
- Coordinated fittings and styling sessions for live shows and a Netflix special.
- Collaborated with talent's agents and managers to attend gigs and film auditions effectively.

### Freelance

#### Production Assistant

Oct. 2021 - Feb. 2022

- Monitored budget spending and payroll.
- Communicated any filming updates or changes to various departments.
- Adapted to a rapidly changing filming environment.
- Arranged transportation for talent, directors, and other staff.

### Greenpoint Pictures

#### Production Intern

Sep. 2021 - Dec. 2021

- Identified new creative trends within film, and offering unique film concepts for project consideration.
- Presented pitch-decks for filming projects to receive company support.
- Executed and compiled research briefs.
- Maintain wrap-books, pitch-decks, and office schedules.

### Missing Piece Group

#### Publicity Intern

May 2019 - Aug 2019

- Facilitated communication between artists and various media outlets.
- Cross-Checked media plans for dozens of artists and interviewers at once.
- Advertised and pitched music artists to podcasts, radio shows, magazines, newspapers, and television shows.
- Generated reference documents with contact information for talent bookers, television show producers, and journalists.

### The Lady Pact

#### Social Media Manager

Aug. 2018 - Jan. 2021

- Observed analytics and follower engagement for each post.
- Executed informative and creative content strategies.
- Crafted a unique brand and account aesthetic.
- Worked closely with graphic designers to create info-graphics.
- Increased the number of Instagram followers by over 800%.