

PROFESSIONAL SUMMARY

Marketing strategist with 8+ years of experience across on-air media, national brand campaigns, social media, and agency account leadership. Now co-founder of GEM2 Creative Studio, leading client strategy and account direction across content, design, and campaign execution.

CORE SKILLS

Brand & Content Strategy | Social Media Strategy & Publishing | Client Partnerships & Account Management | Community & Sponsorship Relations | Bilingual Content Production, English/Spanish | Team Training & Systems Building | Paid Social Campaign Execution | On-Camera Hosting & Facilitation

PROFESSIONAL EXPERIENCE

Co-Founder

GEM2 Creative Studio, Houston, TX (Remote)

Jan 2026 – Present

- Co-founded an integrated marketing studio delivering strategy, content, design, and campaign execution.
- Lead client strategy and account direction, translating business goals into marketing plans and overseeing projects from planning through execution.

Content Strategist, Contract

Social Practice, Dallas, TX (Remote)

Mar 2026 – Jul 2026

- Managed content strategy, copywriting, editing, and publishing for 12+ healthcare, legal, real estate, and service-based client accounts across Instagram, Facebook, TikTok, and LinkedIn.
- Built and owned the Shared Client Index, a training system covering brand voice, platform requirements, ADA compliance, and content workflows, used to onboard and train incoming content strategists.
- Collaborated with the Client Experience team on campaign ideation, content planning, revisions, and performance reviews.

Houston Community Manager, Ford

Music Audience Exchange, MAX.Live, Frisco, TX (Hybrid, Houston-based)

Jan 2023 – Jun 2026

- Led Ford's Houston community and social media strategy, managing brand partnerships with the Houston Texans, RODEOHOUSTON, University of Houston Athletics, Texas A&M Athletics, local media, and other major market partners.
- Grew Ford's Houston social communities from 63K to 91K followers on Facebook, 4.3K to 6K on Instagram, and 550 to 7,273 on TikTok, increasing the combined audience by 54%.
- Produced bilingual English- and Spanish-language content and grassroots campaigns that outperformed engagement goals with Houston's Hispanic audiences.
- Directed paid campaigns across Meta, TikTok, and X, aligning spend with performance benchmarks.
- Developed a scalable community management toolkit and brand standards adopted across Ford dealer pages, then trained team members in multiple markets on implementation.
- Represented Ford in live radio and television segments, client-facing interviews, major sponsorship activations, leadership conversations, and board-level meetings, serving as a strategic liaison between MAX.Live and the client.

PROFESSIONAL EXPERIENCE CONTINUED

Senior Social Media Manager & Facilitator

Consciously Unbiased, New York, NY (Remote)

Jan 2021 – Jan 2023

- Co-developed DEI curriculum and delivered recurring live workshops for enterprise clients in global markets.
- Produced the Breaking the Bias podcast and managed B2B social content, livestreams, and multimedia campaigns across four platforms.

On-Air Host, Marketing & Digital Content Producer

Waterloo Media, Austin, TX

Jul 2020 – Jan 2021

- Recruited to help launch programming and digital strategy for 93.3 Austin and Latino 102.7, hosting an English-language show and recurring bilingual morning-show segment.
- Produced on-air and digital content, artist interviews, social campaigns, sponsored programs, and community activations.

Y100 Announcer & Digital Content Producer

iHeartMedia, Miami, FL

Mar 2019 – Jul 2020

- Served as a Y100 Miami announcer and digital producer, supporting two nationally distributed morning shows and creating content across the station's website and social platforms.
- Produced high-performing content, including a local story with 450+ shares and a social promotion with 4.5K+ organic views, while managing on-air endorsements.

Marketing and Promotions Producer, Jason & Deb Morning Show

Emmis Communications, Austin, TX

Nov 2017 – Mar 2019

- Began in Spanish-language promotions for La Z and Latino 102.7, earned Radio Rookie of the Year, and advanced to Producer for the 101X Jason & Deb Morning Show.
- Managed sponsorships, endorsements, social campaigns, website content, podcast production, and bilingual station activations.

ADDITIONAL BRAND & CAMPAIGN EXPERIENCE

Independent Contractor, Brand Ambassador & Campaign Lead

Various Brands

2016 – Present

- Executed experiential, on-premise, and activation campaigns for national brands including Hennessy, Belvedere, Heineken, Bud Light, Bacardi, Cazadores, Ghost Tequila, and Harley-Davidson, advancing to Austin on-premise lead for Legacy Marketing's Corona portfolio and overseeing campaigns and activation teams.
- Expanded independent work into digital and creator-led marketing, hosting livestream shopping broadcasts for ShopShops and Wayfair and managing ongoing social media for beauty, wellness, and lifestyle clients.

EDUCATION

Texas State University, B.S. in Mass Communication, Electronic Media;

Second Major in Spanish Literature

Tecnológico de Monterrey, Spanish Language and Literature, Study Abroad

LANGUAGES

English (Native), **Spanish** (Professional Working Proficiency)