

VINCENT ALVARADO

SOCIAL MEDIA STRATEGIST
VIDEO CONTENT CREATOR

FREELANCE VIDEOGRAPHER | SELF-EMPLOYED | NEW YORK, NY

Director, Producer, Editor, Shooter

AUG 2019

PRESENT

Self-employed videographer producing content for events, artists and social media influencers

Meets with clients to identify objectives, makes decisions that are technical in nature and uses eye for creativity to meet objectives in a timely manner

Experienced with Adobe Premiere Pro, Adobe After Effects, Sony/Canon cameras and shooting techniques utilizing gimbals

SOCIAL MEDIA STRATEGIST | PUBLICIS NY | NEW YORK, NY

Accounts: Kinder, Champion, Humira, Tri-Honda Dealers, Tourism Ireland

MAR 2015

MAR 2019

Produced the social media and platform strategies for the first-ever Kinder Joy launch campaign in the US

Responsible for launching the @Champion Instagram and repositioning the brand's Pinterest strategy to help inspire wardrobe decisions and achieve brand awareness

Oversaw social strategy across owned channels, which included developing platform POVs, determining channel roles, providing creative content recommendations and executed media support alongside partner agencies

Developed monthly content briefings for creative teams to infuse social behavior mechanics into campaigns and align with brand objectives

Leveraged social platform analytics to report effectiveness of campaigns in an effort to maximize results on a monthly and quarterly basis

SOCIAL MEDIA MANAGER | HORIZON MEDIA | NEW YORK, NY

Accounts: StarKist, Lyve Minds Inc.

JUL 2014

FEB 2015

Managed client relationships across accounts and owned social media properties, including moderation, brand-to-consumer engagement and strategic campaign amplification

Provided main content support and planning assistance for communities, including facilitating creative and client review of content, asset management and brainstorm coordination

Utilized social media best practices to provide insights and achieve brand objectives

COMMUNITY MANAGER | ATTENTION GLOBAL | NEW YORK, NY

Accounts: Apples to Apples, Hot Wheels, Samsung USA

OCT 2013

MAY 2014

Produced monthly content calendars and ad hoc content across global and national accounts, and managed social communities to foster two-way brand engagement

Participated in team creative sessions for annual social marketing plans

Delivered data-driven behavioral insights and reporting to evaluate program effectiveness

CONTACT

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New York, NY

EDUCATION

BACHELOR OF SCIENCE IN PUBLIC RELATIONS

University of
Florida

AUG 2007

JUL 2011

*Double minor: Sociology
& Sport Management*

INTERNSHIPS

PR INTERN | ORLANDO MAGIC

DEC 2011 — MAY 2012

PR INTERN | BET NETWORKS

MAY 2011 — AUG 2011

PR INTERN | UF FOUNDATION

AUG 2010 — APR 2011

EXPERTISE

BASKETBALL

VIDEO GAMES

SNEAKER CULTURE

UNDERGROUND HIP HOP