

Personal Profile

Dynamic digital marketing professional with extensive experience in entertainment-focused creator-led campaigns and social media strategy. I have successfully executed high-impact branded content initiatives across social platforms driving significant revenue. From managing large-scale campaigns like the Latin GRAMMYS to leading real-time social media coverage for red carpets and exclusive events, I thrive in delivering creative solutions that build fan engagement, boost awareness, and elevate entertainment brands.

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, MicrosoftOffice, CapCut.

Miscellaneous: On-Air Work, Content Creation, Leadership, Social Media.

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")



CODE TO PORTFOLIO
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Alberto Garrido

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Experience

TelevisaUnivision (Univision)

Associate Campaign Manager

Jul 2023 - Present

Develop and execute creator-led branded social content generating \$15M+ in revenue.
Create and host social posts generating an additional \$2M+ in revenue.
Oversee campaign timelines, budgets, and workflows, streamlining processes and maintaining detailed project trackers.
Build strong relationships with creators, agencies, and vendors across the American and LATAM markets.
Manage high-profile projects like the Latin GRAMMYS and Copa América, ensuring on-time and high-quality delivery.
Work with production team to sort out shooting logistics including: scripting, filming, wardrobe, etc.
Analyze social metrics for 50+ campaigns, providing actionable insights through comprehensive wrap reports.
Field and respond to requests for creator recommendations for events and campaigns.

Content Coordinator

Jun. 2022 - Jul 2023

Designed and optimized social content strategies, achieving a 13% increase in follower growth.
Streamlined communication workflows between talent and internal teams to ensure efficient execution.
Coordinated all production logistics for 30+ campaigns, ensuring smooth execution of creator deliverables.
Managed invoicing and expense tracking for all talent.
Pitched 150+ creators for campaign collaborations across YouTube Shorts, Instagram, and TikTok.
Conducted comprehensive social media monitoring to ensure alignment with campaign goals.
Translated and transcribed creator scripts and assets from Spanish to English.

Wasted Talent Mini-Series*

Showrunner & Creator

Dec. 2020 - Nov. 2022

Cultivated strategic relationships with local businesses and talent to support project initiatives.
Created comprehensive marketing campaign strategies for both pre-production and post-production.
Crafted compelling pitch decks to secure project funding from investors.
Authored scripts that authentically captured the Latino and Gen-Z experience.

Rachel Feinstein (Actress & Comedienne)

Personal Assistant (Temp.)

Mar. 2022 - May 2022

Edited short-form content for use across social channels.
Advocated for talent's needs by closely communicating with agents, managers, and external parties.
Organized timelines and coordinated talent fittings for live shows and a Netflix special.

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 offered unique film concepts for project consideration.
Presented pitch-decks for filming projects to receive company support.
Executed and compiled research briefs.
Maintained wrap-books, pitch-decks, and office schedules.

Missing Piece Group

Publicity Intern

May 2019 - Aug 2019

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