

Cristian Saldivar (He/Him)

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Education

Bachelor of Arts in Communication Arts, concentration in Convergent Media, Minor in Marketing

Fall 2018

University of the Incarnate Word, San Antonio, Texas

Coursework focused on Services Marketing, Consumer Behavior Studies, Writing for the Media, Video & Audio Production, Marketing, and International Marketing.

Experience

Digital Marketer, *Tribu*

Nov 2021-
Present

San Antonio, Texas

- Write and refine digital strategies and tactics to help the entities we market for realize their goals and surpass them
- Collaborate with brands to set a tone of voice, extract and identify unique value propositions and establish communication cadence on a variety of digital media
- Negotiate advertising budgets and wisely allocate digital marketing dollars to measure and optimize CPC, CPA, CPL

Marketing Coordinator, *TaskUs*

Sept 2020-
Nov 2021

San Antonio, Texas

- Create marketing plans in collaboration with clients tailored specifically for their business needs
- Guide clients through the ad creation process and implement a marketing plan to meet their business advertising goals
- Review ad performance with the client to understand how to optimize each ad to achieve a return on investment

Marketing Consultant/Brand Manager, *The Kidney Bean*

Feb 2019-
Dec 2019

San Antonio, Texas

- Design and execute branding strategy for social media marketing
- Develop logo design and branding style guide for use in future marketing materials
- Assist with social media marketing, as well as created the website for SEO and marketing purposes

Skills

Digital Marketing and Production/Design Skills

- Advanced experience with SEM (SEO and PPC), WordPress, Analytics, Social Media Marketing, E-Mail Marketing, Digital Advertising Tools
- Intermediate to advanced proficiency in most Adobe Software programs, including Adobe Premiere, Audition, InDesign and Illustrator
- Experience with DSLRs (Canon 6D, T5i, T3i), and video production equipment
- Highly experienced with content creation for various social media channels including: Twitter, Facebook, LinkedIn, TikTok, and Pinterest