

Enthusiastic Content Marketing Producer and Strategy Manager with seven years of experience designing and executing innovative digital campaigns for global wellness brands and social justice NGOs. An enthusiastic self-starter with a professional ethos rooted in performance integrity, creative ingenuity, and steadfast reliability. A collaborative team player who enjoys strong team building based on mutual support, active listening, honesty, and seamless communication. An inquisitive eye for performance analytics, dynamic writing, editing, and SEO best practices.

Outside office hours, witness Camilo's passionate pursuit of Arts and Culture as a performance artist and frequent collaborator for Drag Showcases, high Concept Exhibitions, short films and experimental analogue photography. In the moments between work and leisure they can be found organizing for socioeconomic equity; building organic solidarity and collective power to develop and implement transformative frameworks that effectively challenge systemic injustice and forge support structures in embrace of human life.

skills	experience	
<div><div>Instagram, Facebook, Twitter, Tik Tok, Twitch LinkedIn, Spotify, Apple Podcasts</div><div>Video and Event Production</div><div>Social Media and Community Management</div><div>Publishing, Maintenance, and Regular Scheduling</div><div>Content Development - Individual and Collaborative</div><div>Content Calendar Curation and Execution</div><div>Project Management</div><div>Art Commissions Concept, Creative Direction, Talent Management</div><div>501(c)(3) Communications</div><div>Intersectional Storytelling</div><div>Search Engine Optimization</div><div>Digital Marketing Analytics: SEO, Demographic Analysis</div><div>Social Listening, Engagement Reports</div><div>Complex Problem Solving, Crisis Management</div><div>Collaborative team player</div><div>Interpersonal Effectiveness: Direct Communication, Reflective Listening, Solution Oriented, Feedback-driven</div><div>Highly adaptive, efficient multitasker, critical thinker, self-motivated</div></div> <div><div>fluencies</div><div><div><div>social media</div><div>PLATFORM & TOOLS</div><div>Instagram Facebook Twitter Tik Tok LinkedIn</div><div>Sprout Social Later HeyOrca Salesforce Social Studio Loomly Monday</div><div>Google Ads Twitter Ads Meta Ad Manager Adroll</div></div><div><div>software</div><div>SYSTEMS</div><div>Canva Adobe Suite Google Suite, MS Office Suite</div></div><div><div>analytics</div><div>LISTENING & REPORTING</div><div>Google Analytics Buffer Analyze Sprout Social Hootsuite Zoho Social Sendible Keyhole Rival IQ Mailchimp Agorapulse</div></div></div></div> <tr><td></td><td><div><div><div>Social Media Manager</div><div>DMK</div><div>08. 2022 - Present</div><div>Content creative development, production lead, and distribution management for global paramedical skin revision brand: Instagram, Facebook [& Groups], Twitter, TikTok, LinkedIn</div><div>Content marketing, design, and deployment targeting organic original content for high KPI returns Quarterly social media reporting Seamless brand integration across multiple platforms Advanced content calendar management: Excel, Asana, Later Content production and channel curation (video + graphic) Multiple format video and photo editing: Q&A With Danné Live, AMA With Danné The Pod, What Does Danné Say?</div></div><div><div>Social Media Strategist</div><div>SELF EMPLOYED</div><div>08. 2019 - Present</div><div>Cultural Programming, Creative Writing, Campaign Management, Collaborative Journalism, Networking and relationship building</div><div>LAMONT DIGITAL - PEOPLE'S ACTION INSTITUTE - CALIFORNIA LEAGUE OF ENVIRONMENTAL VOTERS</div><div>Digital Communications and Social Platform Development</div><div>BIG BOWL OF IDEAS</div><div>Client communication Lead, Program management and production assistance for SEIU Local 99 Conference for Democracy, Responsible for all cultural programming including locating and locking in vendors, artists, talent, and program supplies - Event installation coordination</div></div><div><div>Equity Content Strategist</div><div>THE CENTER FOR CULTURAL POWER</div><div>08. 2019 - 9. 2021</div><div>Development, production, and management of innovative strategies across Instagram, Facebook, and Twitter feeds for two progressive digital brands.</div><div>Developing relationships with artist collaborators, campaign execution, and social media collaborations with Intersectional Storytellers + Restorative Justice trailblazers Deployment support for interdepartmental releases Synergic social media strategy Thought leadership and concept development across key calendar activations Dynamic, multiplatform copywriting Digital Press Kit design and distribution Comprehensive benchmark reporting for @CultureStrike and @SonsAndBros Director, Live events: talent + program management, operations lead You Good? Black Mental Health in the Age of COVID, Queer & What? A PRIDE Digital Showcase</div></div><div><div>Interim Social Media Manager</div><div></div><div></div><div>Customized analytic reports on all social media platforms Supported the amplification of Programs department initiatives and campaigns Brainstorming, real-time support, and creative collaboration with Programs department for maximum campaign efficacy Community management and audience engagement Creative copy Monthly engagement reports (Excel/ Google Sheets) Audience and impact measurement to determine KPIs.</div></div><div><div>Lead Copywriter</div><div></div><div></div><div>Content curation for Facebook, Twitter, and Instagram Sole ownership, Copy Monthly Analytics Community Management Daily Scheduling Live event coverage.</div></div><div><div>Social Media Coordinator</div><div>LAMONT DIGITAL</div><div>01. 2018 - 05.2019</div><div>Digital campaign coordination and copywriting for a diverse roster of 501(c)(3) organizations + lifestyle/culture accounts.</div><div>Video content co-producer: development, scriptwiting, and production for The California Endowment Performance, voice acting, and full service media development from concept Traveled across California, capturing live events for social media.</div><div>360° Maintenance and Upkeep</div><div>The California Endowment - Future Of Cities - WeConnect</div><div>Community MGMT</div><div>Eat Drink Vegan, Rod Stewart, Rock The Vote, The California Endowment, Future Of Cities, WeConnect</div></div></div><div>references available upon request</div></td></tr>		<div><div><div>Social Media Manager</div><div>DMK</div><div>08. 2022 - Present</div><div>Content creative development, production lead, and distribution management for global paramedical skin revision brand: Instagram, Facebook [& Groups], Twitter, TikTok, LinkedIn</div><div>Content marketing, design, and deployment targeting organic original content for high KPI returns Quarterly social media reporting Seamless brand integration across multiple platforms Advanced content calendar management: Excel, Asana, Later Content production and channel curation (video + graphic) Multiple format video and photo editing: Q&A With Danné Live, AMA With Danné The Pod, What Does Danné Say?</div></div><div><div>Social Media Strategist</div><div>SELF EMPLOYED</div><div>08. 2019 - Present</div><div>Cultural Programming, Creative Writing, Campaign Management, Collaborative Journalism, Networking and relationship building</div><div>LAMONT DIGITAL - PEOPLE'S ACTION INSTITUTE - CALIFORNIA LEAGUE OF ENVIRONMENTAL VOTERS</div><div>Digital Communications and Social Platform Development</div><div>BIG BOWL OF IDEAS</div><div>Client communication Lead, Program management and production assistance for SEIU Local 99 Conference for Democracy, Responsible for all cultural programming including locating and locking in vendors, artists, talent, and program supplies - Event installation coordination</div></div><div><div>Equity Content Strategist</div><div>THE CENTER FOR CULTURAL POWER</div><div>08. 2019 - 9. 2021</div><div>Development, production, and management of innovative strategies across Instagram, Facebook, and Twitter feeds for two progressive digital brands.</div><div>Developing relationships with artist collaborators, campaign execution, and social media collaborations with Intersectional Storytellers + Restorative Justice trailblazers Deployment support for interdepartmental releases Synergic social media strategy Thought leadership and concept development across key calendar activations Dynamic, multiplatform copywriting Digital Press Kit design and distribution Comprehensive benchmark reporting for @CultureStrike and @SonsAndBros Director, Live events: talent + program management, operations lead You Good? 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