

SALVADOR MARTINEZ

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WORK SAMPLES

- [Marketing Portfolio](#) & [Social Media Portfolio](#)

EXPERIENCE

LATINO FILM INSTITUTE, Los Angeles, CA

January 2025 – Present

Communications Coordinator

- Executed Latino-focused social strategies, driving 1M+ views and +15K followers across Instagram
- Designed branded graphics for social, newsletters, and websites using Photoshop and Canva
- Managed daily content scheduling and community engagement for @LALIFF_, @LatinoFilmInstitute_, and @YouthCinemaProject_

WARNER BROS. DISCOVERY, Los Angeles, CA

May 2024 – April 2025

Social Media Copywriter (Freelance)

- Wrote English and Spanish social copy for the promotion of the theatrical release of *A Minecraft Movie*, *Beetlejuice Beetlejuice*, *Companion*, which generated 4M+ views
- Built KPI reports and optimized campaigns based on performance insights
- Collaborated with creative teams to align brand voice across global channels

LOS ANGELES KINGS, Los Angeles, CA

December 2024 – April 2025

Marketing Associate (Seasonal)

- Produced social content for LA Kings mascot Bailey, spotlighting giveaways, sales, and theme nights
- Captured and published event coverage at festivals, campuses, and community activations
- Led mobile marketing efforts through event research, outreach, and promo distribution

THE WILD, Los Angeles, CA

October 2024 – December 2024

Social Media Copywriter (Freelance)

- Produced Spanish-language copy and vertical video edits for @VIX Instagram and TikTok
- Campaigns: Season 2 of *Lalola* and VIX original Feature film *Mi Casa No Es Tu Casa*

WARNER BROS. DISCOVERY, Los Angeles, CA

January 2024 – April 2024

Multicultural Marketing Intern

- Created copy and content for 15 multicultural social media accounts, generating 12M+ views for the promotion of the theatrical release of *Godzilla x Kong*.
- Compiled campaign recap reports across creative, media, publicity, and digital executions
- Supported influencer activations such as organic research, asset distribution, and deliverable tracking

SKILLS

- **Languages:** English (Fluent), Spanish (Fluent)
- **Computer Skills:** Adobe Photoshop, Final Cut, Google Suite, Later, Monday, Meta Creative Studio

EDUCATION

University of California, Los Angeles, CA

B.A. | Sociology & Film, Television, and Digital Media