

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

- Manage and execute social media strategy across multiple brand accounts (@LALIFF_, @LatinoFilmInstitute_, @YouthCinemaProject_)
- Drive measurable growth, generating 2M+ views and contributing to a 15K+ follower increase
- Implement a new KPI tracking and reporting framework to measure performance, secure sponsors, and strengthen leverage during partnership negotiations
- Create and edit high-performing social content using Adobe Photoshop, Canva, and Final Cut Pro, while leading daily community management

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
- 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

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 AND INTERESTS

- **Languages:** English (Fluent), Spanish (Fluent)
- **Computer Skills:** Adobe Photoshop, Final Cut, Google Suite, Later, Monday, Meta Creative Studio
- **Training and Certifications:** Google Digital Marketing, META Social Media Marketing & Management
- **Personal Interests:** Pick-up basketball, sports card collecting, and learning piano

EDUCATION

University of California, Los Angeles, CA

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