

Lesley Salazar

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Living in London | Open to Travel & Relocation | Fluent in English & Spanish

A highly creative Marketing, Media, Events & Community Director with a proven track record and extensive knowledge in Social Media and Communications across Gaming, FMCG, Fashion, Music, Mobile, Banking, Mass Media and The Arts. A natural leader who positively influences start-up and corporate cultures whilst driving high-performing digital and communication innovations. Entrepreneurial, trusted to communicate and negotiate at all levels and proven to thrive in dynamic and challenging environments. Seeking a new leadership role in a complementary environment.

KEY SKILLS

- **Leading Communication, Innovation the Digital Voice activities between companies and their customers**
- Building global digital communities and enhancing group productivity incl. reporting and budgeting
- Digital and social media operations management incl. project management and forum creation
- PR, Event and Brand Management incl. agency search, selection and negotiation
- Hiring and managing teams of community, content and visual professionals incl. creating positive work cultures
- Identifying requirements and developing project plans to increase revenue and communication
- Engaging decision-makers and stakeholders to grow accounts and secure new business
- Creating market deals incl. contract negotiation, SLAs and NDAs
- GDPR and Data Protection Management
- Data and analytic analysis of campaigns to track/measure acquisitions and success (GA, Power BI)
- Brand ambassador with advanced communication and presentational skills
- Development tools incl. Agile, Scrum, Slack, Trello and Jira
- IT tools incl. Adobe Photoshop, Avid, Final Cut, Final Cut Pro. Ms Office incl. Word, Excel and PowerPoint
- Digital tools incl. PPC, Ad words, Blog Press, UTM - Lead link creation (BITLY, URL Trackers), Facebook Ads, Facebook Inside, Instagram Ads, Instagram reporting, Facebook Business manager and basic SEO

PERSONAL ATTRIBUTES

Creative | Problem Sensitivity | Curious | Entrepreneurial | High Emotional Intelligence | Balanced | Go-Getter | Confidence | Working collaboratively | Delivering solutions | Enthusiasm | Innovation | Resilient | Adaptable

STANDOUT ACHIEVEMENTS

- ✓ Selected for the 'Future Executive Leadership Fast-Track Programme' of a high growth Start-up
- ✓ Created and curated 6 x social media platforms for 6 x high profile online casino brands
- ✓ Managed the development and identity of the following brands: Yolt, SpinRider, DreamVegas, TempleNile & BokoboAtrr
- ✓ From scratch, built the online and community presence for a leading gaming brand
- ✓ Delivered a better social media experience and community platform for 5+ million customers
- ✓ Created a private forum for new Yolt App customers that improved CS experience YoY
- ✓ Built a major influencer network community incl. Food, Lifestyle, Beauty, Fashion and Travelling
- ✓ Created a 4,000 QA Knowledge Base in 5 x languages
- ✓ Worked as an event organiser with Prince, The Rolling Stones, Madonna, 50Cent and Metallica
- ✓ Started my own online magazine, LES DO IT MAGAZINE, attracting 81,000+ social media followers

EDUCATION & TRAINING

Executive Leadership & Commercial Value Programme (2019) | Masters, Brand Relation Professional & Celebrity Marketing (2018) | GDPR & Data Protection Trained (2017) | Professional Development, SEO, SoMe, Project Management (2017) | Master Studies, Community Management (2016) | Fashion Art Direction Studies (2012) | Master Degree, Broadcasting (2005) | BA Hons, Broadcasting Studies (2003)

CAREER HISTORY

MARKETING DIRECTOR - Youbetcha!

06/2020 - Current

Marketing Director and first contact of the CEO, of this leading online casino management company, responsible for:

- Creating the Marketing, Affiliate, Influencer, Social Media and Customer Service PR plan to drive brand awareness for the new online casino (Regions: India, New Zealand, Canada, Japan and LatAm)
- Leading all Marketing, Media and Social Media marketing campaigns incl. PPC and image oversight
- Managing day-to-day Marketing, Social Media and Communication operations incl. budget and reporting
- Hiring, managing and developing the Marketing, Affiliate and Customer Service teams (incl. monitoring and listening to affiliate forums)
- Ensuring the development and delivery of relevant content topics to targeted customers
- Managing the creation, curation and publishing of content incl. images and video

SOCIAL MEDIA & COMMUNICATIONS MANAGER - Whitezip**11/2017 - 06/2020**

Part of the leadership team and first contact of the CEO, of this leading online casino management company and owner of 8 x global online brands, responsible for:

- Creating the PR plan to drive on/offline brand awareness for 6 x online casinos (incl. the UK, Sweden and Finland)
- Leading all media and social media marketing campaigns incl. PPC and image oversight
- Managing day-to-day social media and communication operations incl. budget and reporting
- Hiring, managing and developing a team of 37 content writers and 3 in-house marcomms executives
- Managing communications for all affiliates incl. monitoring and listening to affiliate forums
- Ensuring the development and delivery of relevant content topics to targeted customers
- Managing the creation, curation and publishing of content incl. images and video
- Monitoring, listening and responding to users in a "social" way whilst cultivating leads and sales
- Celebrity/Influencer/Ambassador Marketing incl. identifying, hiring, success tracking, developing Affiliate Channels
- Agency search and selection incl. contact negotiation, NDAs, SLAs
- GDPR and data protection management
- Creating brand and imaging incl. photoshoots, new website, TV advertisements and celebrity events
- Event management incl. affiliate stands, Jackpot winner events, Christmas and Summer parties
- Working closely with Affiliate and Creative Marketing teams to drive awareness and partnerships
- Working with the VIP team to create internal tournaments and reactivate dormant players
- Acting brand ambassador hosting events and presenting incl. mapping out CEO speeches for events

Achievements: *Created from scratch 6 x social media platforms for 6 x online casino brands; Created the company's 1st ever TV Commercial (<https://vimeo.com/319819151>); Created a "Social Committee" with the HR Manager incl. social events that created a healthy office environment, great company culture and a better snacking policy*

COMMUNITY EXPERIENCE MANAGER (Contract) - YOLT (By ING Bank)**05/2017 - 10/2017**

Reporting to the Director of Marketing of this new banking APP, responsible for:

- Creating a customer engagement action plan for the Customer Service team
- Created a referral marketing program (in-app and offline)
- Overseeing all company social media account management incl. Facebook, Twitter
- Implementing Social Media best Practices incl. using Coosto CMS
- Salesforce and Typeform implementation incl. Customer Lifecycle analysis using Slack
- Briefing external communications and assets with layers (copyright and data protection)
- Creating events and programs to capture and delight customers
- Developing meet-ups event incl. attract and invite influencers and personalities
- Source and hire venues incl. catering, branding and merchandising

Achievements: *Created the concept of user meet-ups to capture feedback from early app users; Created an offline event program to enhance customer engagement and brand awareness (Unthink Tank)*

COMMUNITY MANAGER (Contract) - Beats By Dr.Dre (Apple)**05/2017 - 05/2017**

Reporting to the Head of Marketing of this Global FMCG Headphone brand, responsible for:

- Developing engaging content (English & Spanish) for scheduled social media posts (Twitter & Facebook)
- Monitoring/developing event reports with platform insights
- Analysing Social Media trends for future content (Manual social media listening)

Achievements: *Created the content calendar for the French Open and SLS Nike SB Pro Open Qualifiers*

COMMUNITY MANAGER (Contract) - Psona Agency**02/2017 - 04/2017**

Reporting to the Creative Director of this leading customer engagement agency, responsible for:

- Creating content calendars with the marketing/design team incl. ensuring consistency of brand copy
- Developing social media timelines coinciding with product releases, ad campaigns and brand messages
- Monitoring and developing reports on different competitor activities within social media spaces

Achievements: *Kept online communities organised and created new internal communication assets*

COMMUNITY MANAGER - Lebara Mobile**2015 - 2017**

Reporting to the Head of Community of this leading mobile and communications brand, responsible for:

- Creating a Customer Service online community for 5 x countries and 3 x products
- Leading the Community Management Team incl. 30 internal and external members
- Managing overall content creation and external asset curation
- Creating and developing a new influencer network community
- Creating a Customer engagement program for the community agents (Moderation and tone of voice)
- Creating online awareness campaigns to 5+ million customers incl. SMS and Email
- Measuring acquisitions with Tracker and Google Analytics
- Brand awareness incl. blog referrals, Twitter-Facebook mentions, Facebook Ads and Influencer Content
- Managing incoming media requests and building relationships with industry journalists
- Working with UX/UI and developer teams to support the creation of platforms and digital innovations

Achievements: *Created a 4,000 QA Knowledge Base in 5 languages (UK, SP, FR, DE and NL); Created from scratch a 97 influencer network community incl. Food, Lifestyle, Beauty, Fashion, Travelling - UK, SP, FR, DE and NL – Muslim, Hindu, Christian); Built the company's online presence throughout blog referrals, Twitter-Facebook mentions, Facebook Ads and Influencer Content; Promoted from Executive to Manager*

Other Roles: *COMMS-SOCIAL MEDIA SUPPORT DIRECTOR, Be Marketing (Spain) 2013/15; FASHION & BEAUTY CONTENT MANAGER, Revista MEIK (Spain) 2011/13; PRESS & COMMUNICATION OFFICER, Doctor Music (Spain) 2005/13*