

Lesley Salazar

PR/Media Kit 2020

At the early age of 16, I started as an event and communications assistant.

Then I became a professional in PR.

I am a highly creative PR, Community, Events, Media and Campaign Manager with a proven track record and extensive knowledge in Social Media, Events and Communications across Gaming, FMCG, Fashion, Music, Housing, Mobile, Banking, Mass Media and The Arts.

I believe that the online and offline world must survive together.

I have used my contacts, my early experience and my go-getter personality to help companies I've worked for, to create product launches, exhibitions, conferences, press meetings, concerts and customer meetups.



Please discover in the following pages, some of the things I can do “Outside the box” :)



Production / *AV*

Production assistant for the TV campaign of Samsung Galaxy III (2012).



Pablo Zumárraga

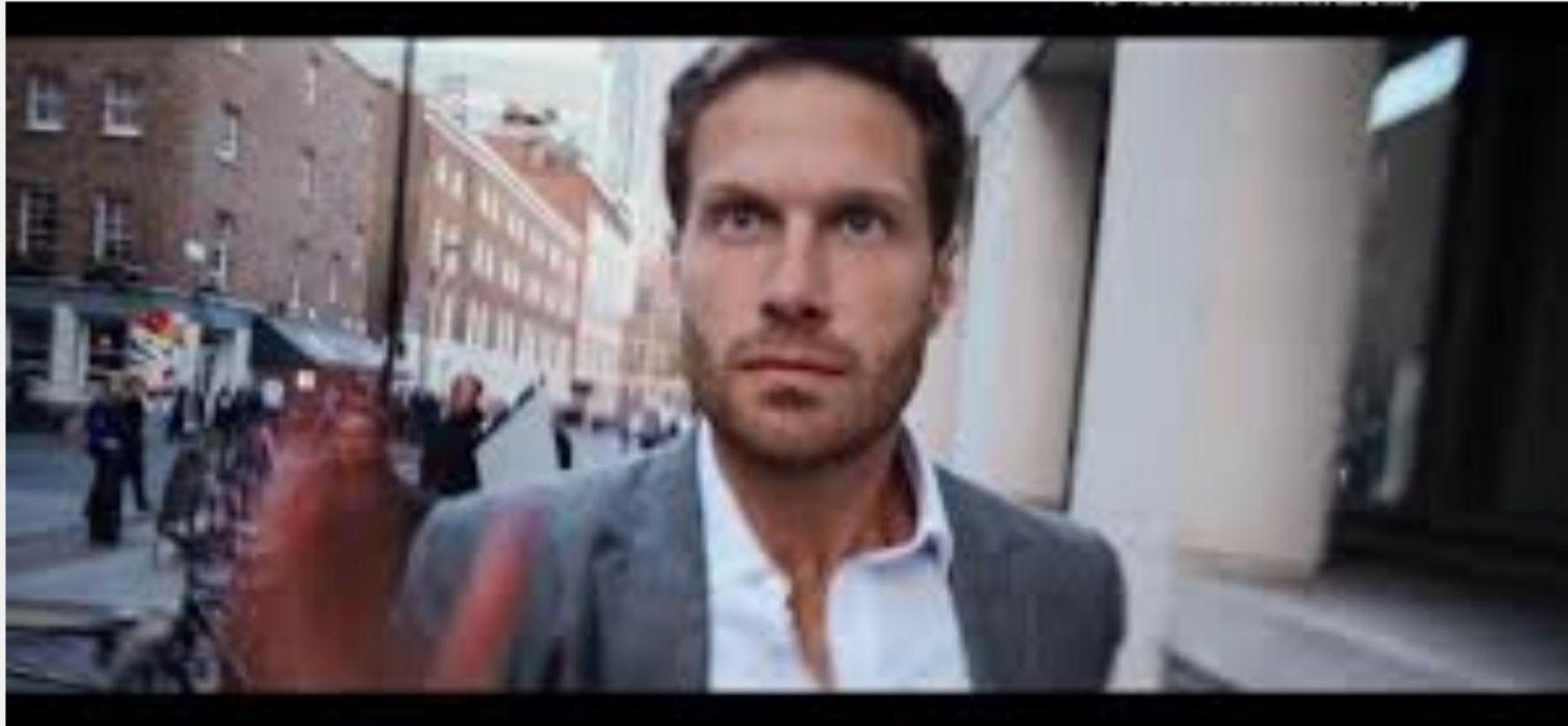
Freelance Production Junior Assistance
since 2009-2014



[Pablo Zumárraga's IMDb](#)

Casimba Casino Global TV Ad

Art Direction, Production, Assistance in
post production, Ad Data Analysis



[Casimba TV Ad](#)

PR Events

Sol Sound Festival Marbella 2007

Director & Production



[Soul Sound Festival Marbella - Press Article](#)

Europe Tour Production Assistance for SUGGA BABES (2006)



PR Events Production executive for MANGO (2011)





PR Event FRUTAS DO BRASIL - Fiturex, Madrid 2015



PR VIP Event - London, 2019



LAC Affiliate conference events
for WHITEZIP 2018 2019 (UK)



LONDON AFFILIATE
CONFERENCE

DOORS OPEN
TOMORROW



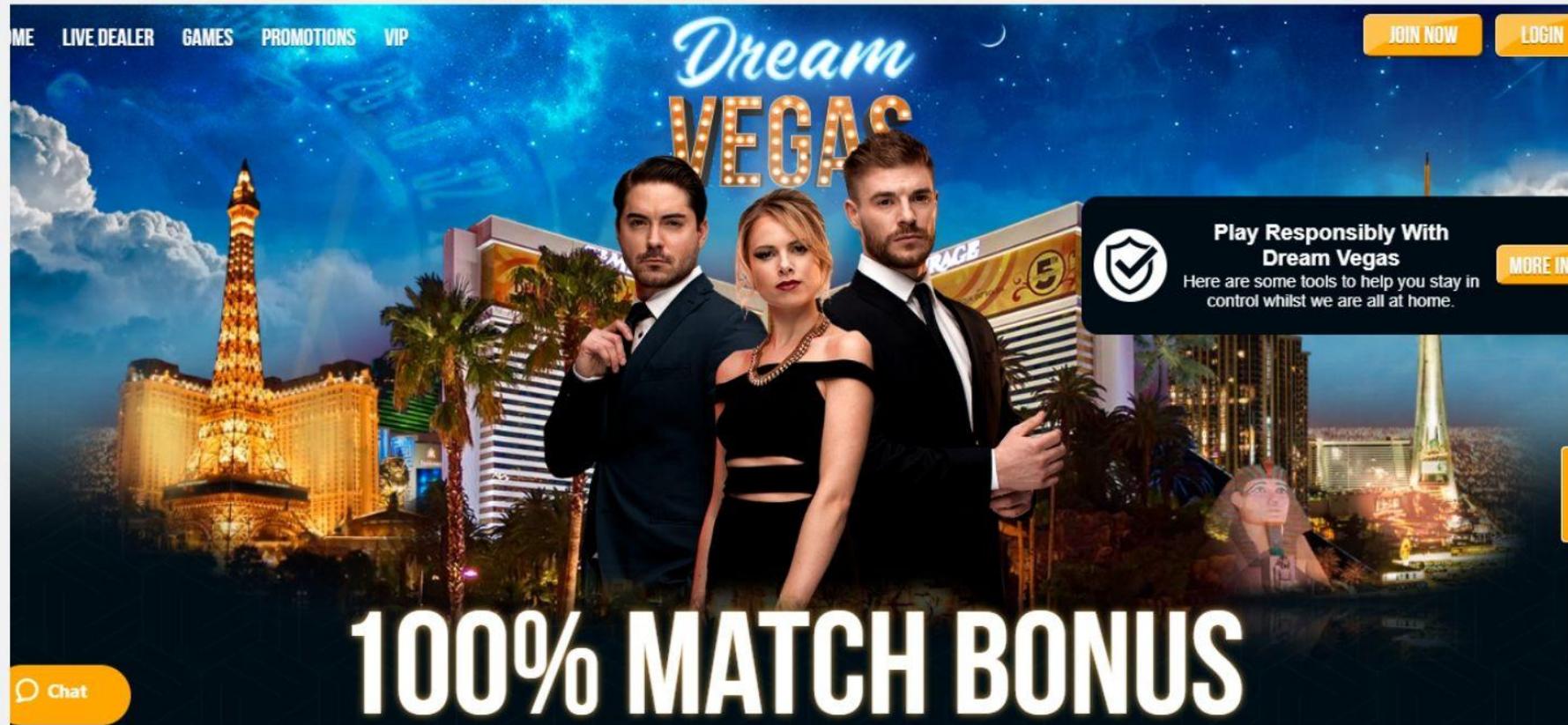
LAC Affiliate conference events for WHITEZIP 2018 2019 (UK)



Website Creations

iGaming

Product design, Art Direction & User Experience



www.dreamvegas.com

iGaming

Product design, Art Direction & User Experience

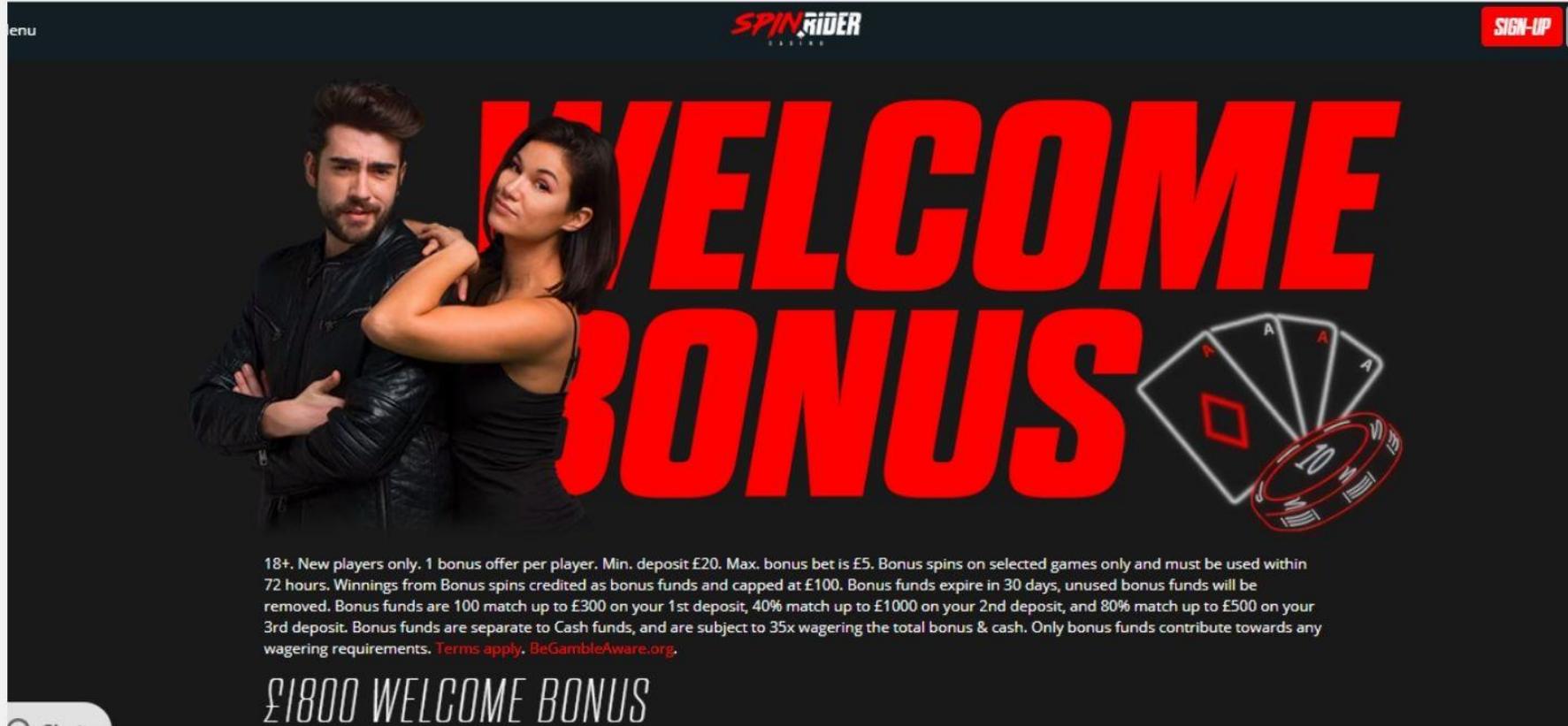
The screenshot shows the homepage of Temple Nile casino. The background features a woman in traditional Egyptian attire in the foreground and the Great Pyramids of Giza in the background under a starry night sky. The navigation bar at the top includes 'Live Dealer', 'Slots', 'Promotions', 'VIP', 'Temple Bazaar', and 'Contact Us'. A 'Register' button is in the top right corner. The main promotional banner reads '100% Match Bonus Up to £500 + 30 Extra Spins on Your First Deposit' with a 'Play Now' button. A 'Play Responsibly With Temple Nile' message is centered at the bottom. On the right side, there are sections for 'Live Dealer' (featuring a woman), 'Slots' (featuring a slot machine), and 'Table' (featuring a roulette wheel). A 'BEST NEW CASINO 2019' award badge is also visible.

18+. New players only. 1 bonus offer per player. Min. deposit £20. Max bonus bet £5. Extra spins on selected games only; must be used within 72 hours. Winnings from Bonus spins credited as bonus funds and capped at £20. Bonus funds expire in 30 days; unused bonus shall be removed. Bonus funds are 100% match up to £500 + 30 extra spins on 1st deposit, 25% match up to £500 + 25 extra spins on 2nd deposit, and 50% match up to £500 + 50 extra spins on 3rd deposit.

www.templenile.com

iGaming

Product design, Art Direction & User Experience



The image shows a promotional banner for SpinRider Casino. At the top left, there is a 'Menu' link. At the top center is the 'SPINRIDER' logo. At the top right is a red 'SIGN-UP' button. The main visual features a man and a woman in a black leather jacket and black top, respectively, embracing. Overlaid on this is the text 'WELCOME BONUS' in large, bold, red letters. To the right of the text are illustrations of playing cards (Ace of Spades, Ace of Hearts, Ace of Clubs) and a red 10 Euro coin. Below the main text is a paragraph of fine print: '18+. New players only. 1 bonus offer per player. Min. deposit £20. Max. bonus bet is £5. Bonus spins on selected games only and must be used within 72 hours. Winnings from Bonus spins credited as bonus funds and capped at £100. Bonus funds expire in 30 days, unused bonus funds will be removed. Bonus funds are 100% match up to £300 on your 1st deposit, 40% match up to £1000 on your 2nd deposit, and 80% match up to £500 on your 3rd deposit. Bonus funds are separate to Cash funds, and are subject to 35x wagering the total bonus & cash. Only bonus funds contribute towards any wagering requirements. Terms apply. BeGambleAware.org.' At the bottom left of the banner, it says '£1800 WELCOME BONUS' in a stylized font.

Menu

SPINRIDER

SIGN-UP

WELCOME BONUS

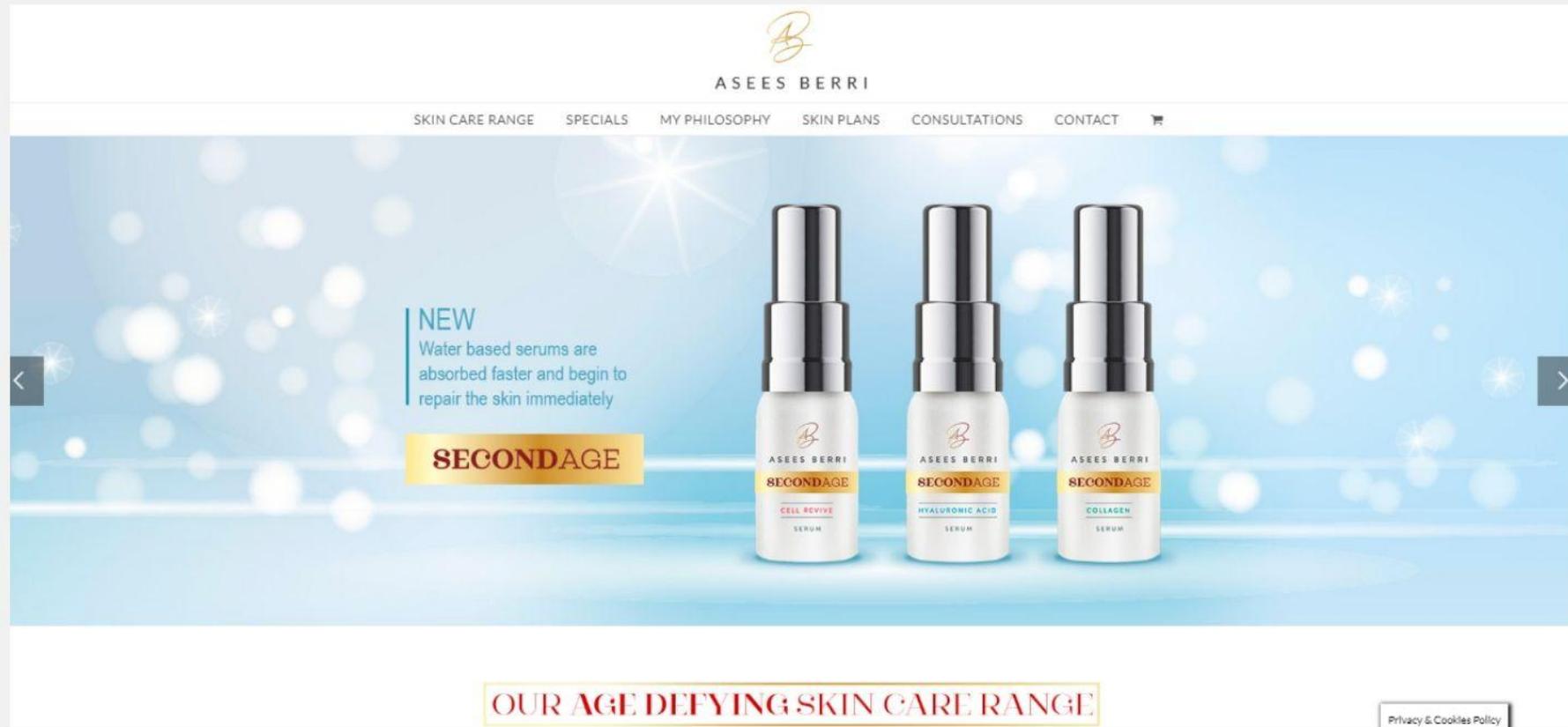
18+. New players only. 1 bonus offer per player. Min. deposit £20. Max. bonus bet is £5. Bonus spins on selected games only and must be used within 72 hours. Winnings from Bonus spins credited as bonus funds and capped at £100. Bonus funds expire in 30 days, unused bonus funds will be removed. Bonus funds are 100% match up to £300 on your 1st deposit, 40% match up to £1000 on your 2nd deposit, and 80% match up to £500 on your 3rd deposit. Bonus funds are separate to Cash funds, and are subject to 35x wagering the total bonus & cash. Only bonus funds contribute towards any wagering requirements. Terms apply. BeGambleAware.org.

£1800 WELCOME BONUS

www.spinrider.com

Beauty

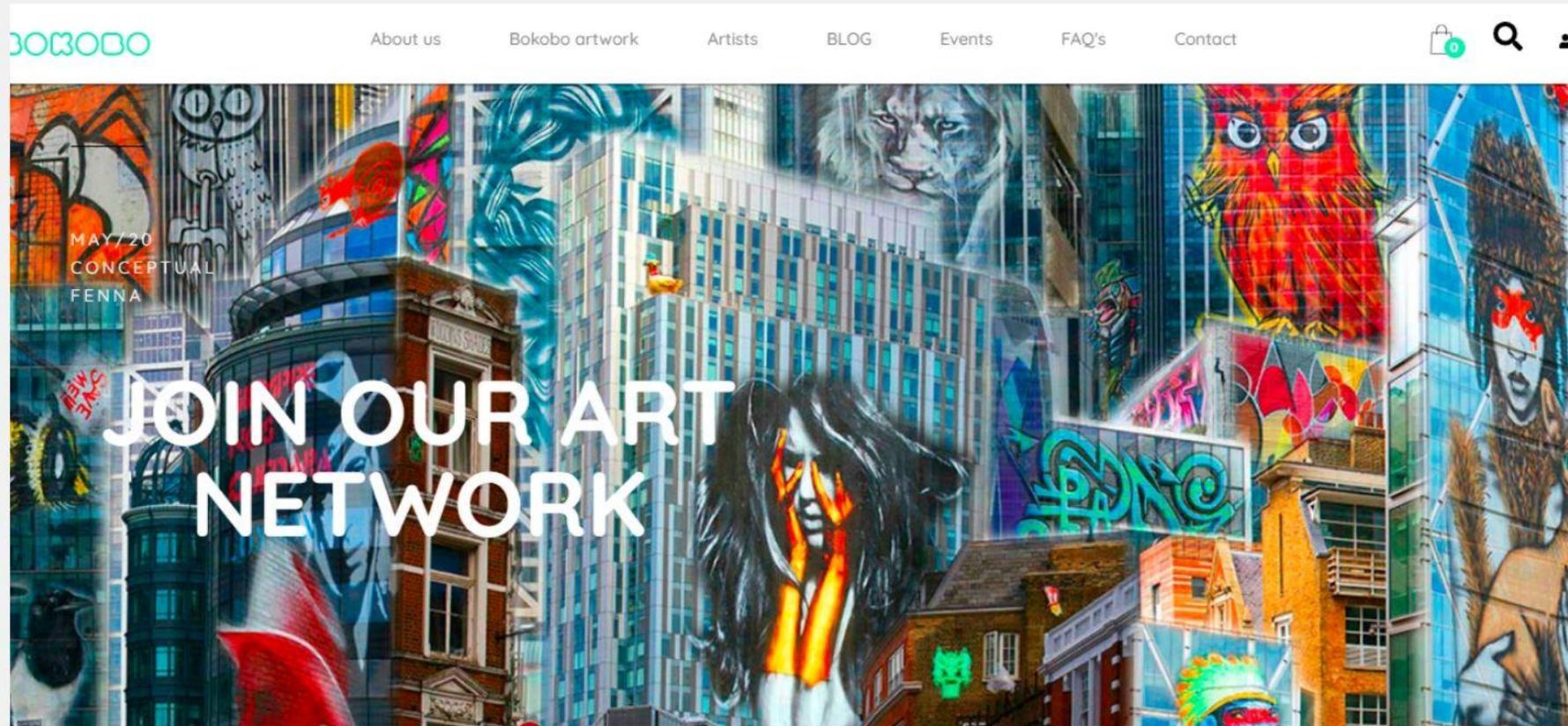
Art Direction & User Experience



www.aseesberri.com

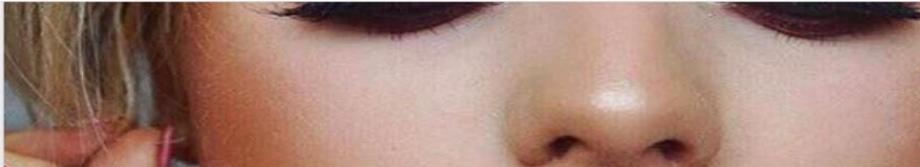
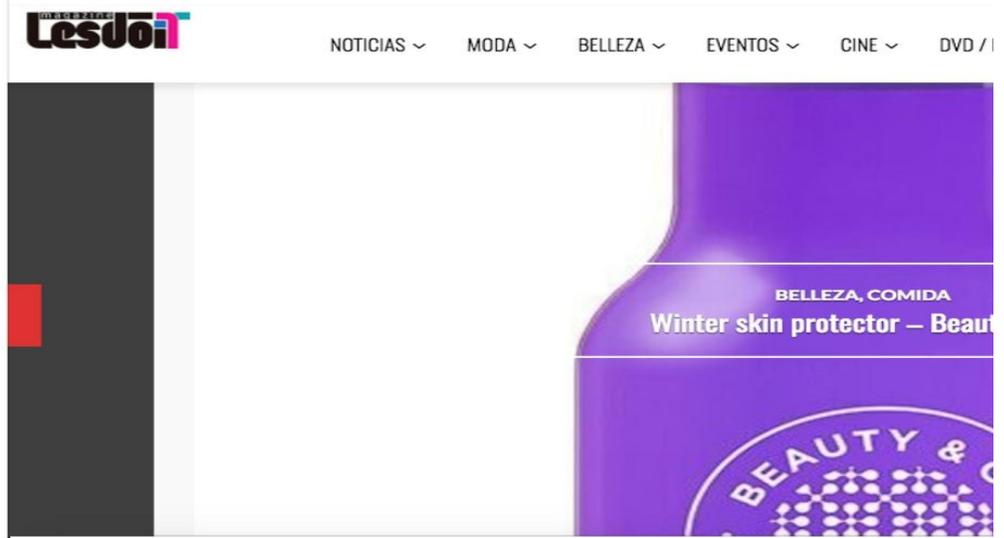
Art Community

Art Direction & User Experience

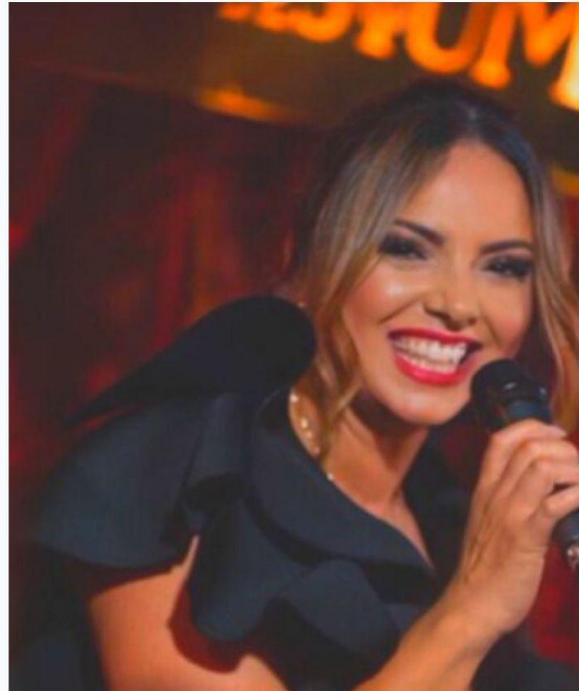


www.bokobo.art

Personal Projects



In 2009 I created LesDoIt, a magazine for Anglo-Hispanic women. Due to my success, I interviewed big personalities such as Russell Crowe, Antonio Banderas and Henry Cavill.



I love music and writing. I have songwrite songs for the artists [Biselé](#) , [Yanela Brooks](#) and [Afrika Fuentes](#).

Cool Hunting



I was the Cool-Hunter for the Italian automobile manufacturer LANCIA, on their 2011 combined-campaign with Elle Magazine **"ARE YOU FASHION EXPERIENCED?"**

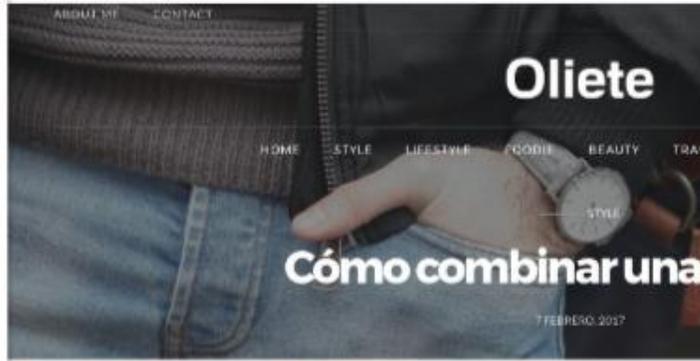
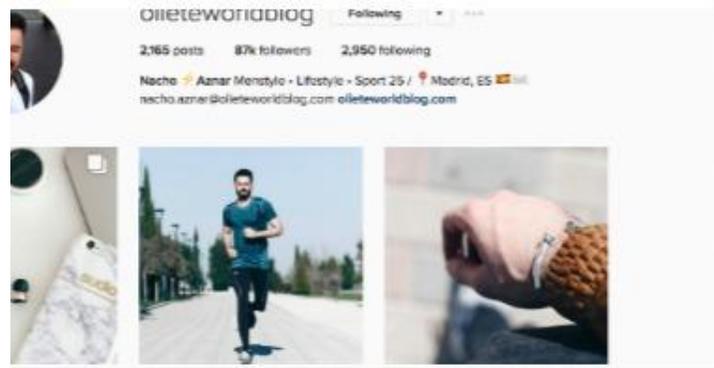
This was a massive PR campaign that gave me the opportunity to work all around the UK, Spain and Italy.

Independent Projects



“Actors” (2012)

An independent Social Media and OOH
PR project to support the film industry.



From 2008 to 2017, I branded the online persona of 'Nacho Aznar', an international lifestyle influencer.

<https://www.instagram.com/olieteworldblog/?hl=en>

**Fashion campaign
Nerea Garmendia (2013)**



PR Events Campaigns





I have been involved in several projects with Lebara(Vodafone).

I successfully created the media campaigns of #migrantscontribute #myactofkindness #danceafrike and #otherref.

I developed a brand new influencer network, with influencers from 5 different corridors in 2015, as well as the #bettertogether project in 2016.

As a highlight, the #bettertogether campaign had an original song that I managed to create with I an original songwriter from Sony Music. (Artist Afrika Fuentes, Sony ATV)

<https://mobile.lebara.com/gb/en/>



With Afro Blogger "FroGinny"

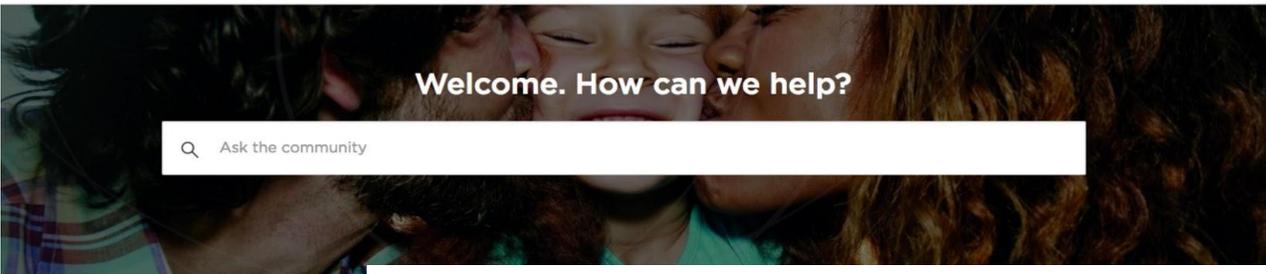
#MIGRANTS CONTRIBUTE



1 photo
1000 stories



[Topup](#) [Plans](#) [Rates](#) [My Lebara](#) [Help](#)



Welcome. How can we help?

Q Ask the community



News Of The Week ...

Posting a question

LEBARA MOBILE 2014-2017



Lebara
Page Liked · 22 June 2016 · €

Like Comment Share

Jo McClintock and 16 others

15 shares

Antonia Jackson Camille Magnan
Like · Reply · 1 · 22 June 2016 at 11:00

2 Replies

Write a comment...

SHARE YOUR VOICE
#OTHERREF
FIND OUT MORE: WWW.OTHERREF.UK



Lebara
Page Liked · 22 June 2016 · €

Like Comment Share

1

Katarzyna Whitehead Catherine Ke
Like · Reply · 22 June 2016 at 21:27

Write a comment...

SHARE YOUR VOICE
#OTHERREF
FIND OUT MORE: WWW.OTHERREF.UK

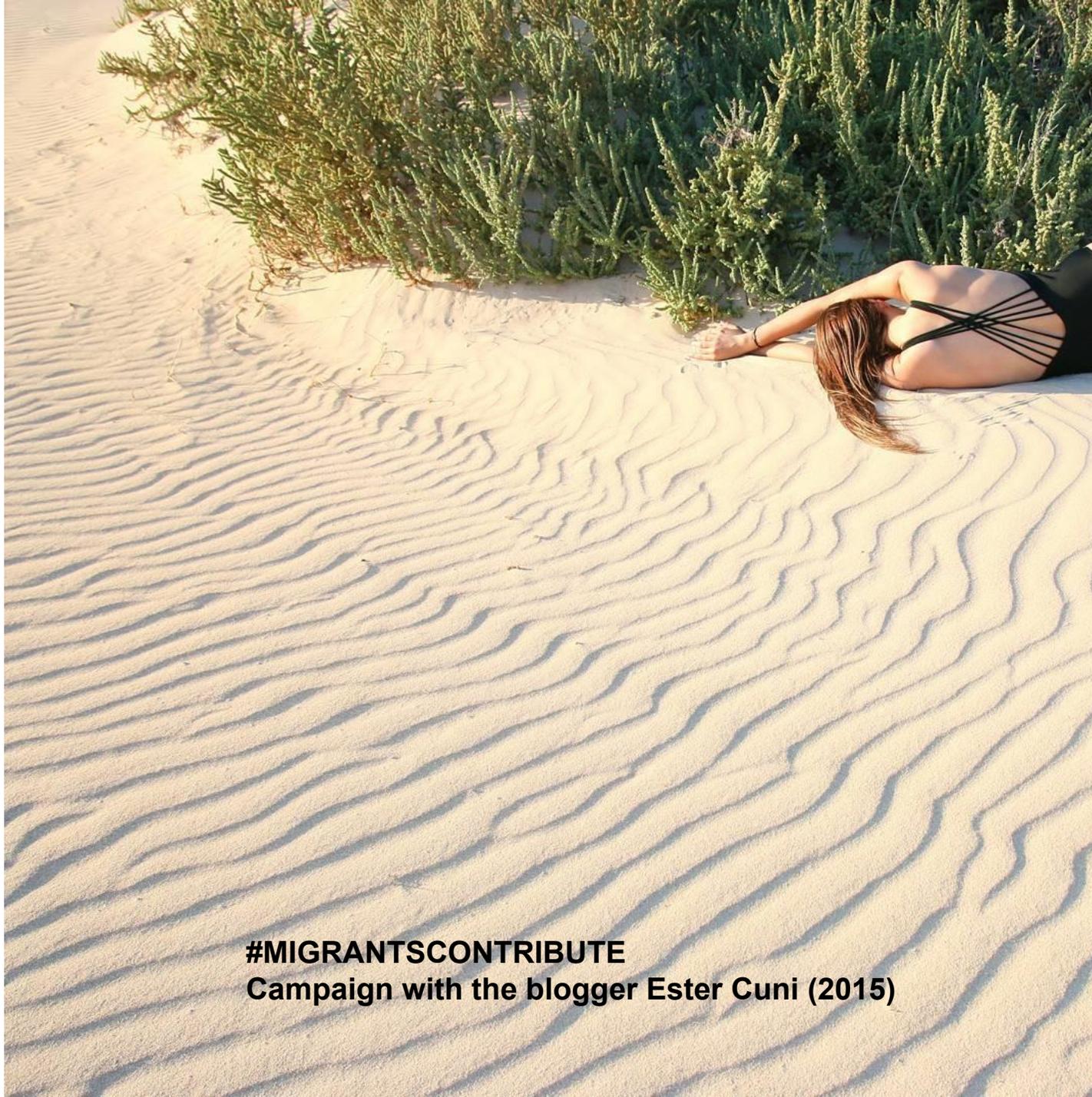


People you may know

Ross Saouli
2 mutual friends
Add Friend



#MIGRANTSCONTRIBUTE
Campaign with the blogger Ester Cuni (2015)



#MIGRANTSCONTRIBUTE
Campaign with the blogger Ester Cuni (2015)



PR Event #AFRICADAY 2016



**Notting Hill Carnival 2015
Influencer activation**



NGO work



URDA SPAIN - Spanish NGO created to support Expat Syrians

I created the Online image (Website, SM Channels, Ideation
Tone of voice) Content Calendar, Newsletters and PR Strategy.

URDA
SPAIN





 **URDA SPAIN** | Urgent Relief & Development Association

CONTAMINANDO SONRISAS



RESPECTO
RESPECT

 **URDA SPAIN** | Urgent Relief & Development Association



 **URDA SPAIN** | Urgent Relief & Development Association

CONTAMINANDO SONRISAS



PROFESIONALIDAD
PROFESSIONALISM



URDA
SPAIN

Urgent Relief
& Development
Association



RESPONSABILIDAD
RESPONSIBILITY



URDA
SPAIN

Urgent Relief
& Development
Association

Meetups



Club Med

Like This Page · 23 March ·

Save the date - 27th of March! We are inviting 15 bloggers to join us skiing. Check out our social channels to find out more Club Med

<http://clbmd.co/KKZXKt> #theplacetoski

Like Comment Share

2

Top comments



Kirsty Perkins Lucy Turner

Like · Reply · 23 March at 21:01



Write a comment...



INSTAMEET 2017
Influencer activation



Yolt

Page Liked · 4 July · €



The Yolt Team handing out reusable bags around London yesterday! Little change can make a big difference. ⚡



Like



Comment



Share



Hannah Allen Brown and 27 others · Chronological ▾



Barbara Ann Quigley Looking great!!

Like · Reply · 1 · 4 July at 16:16



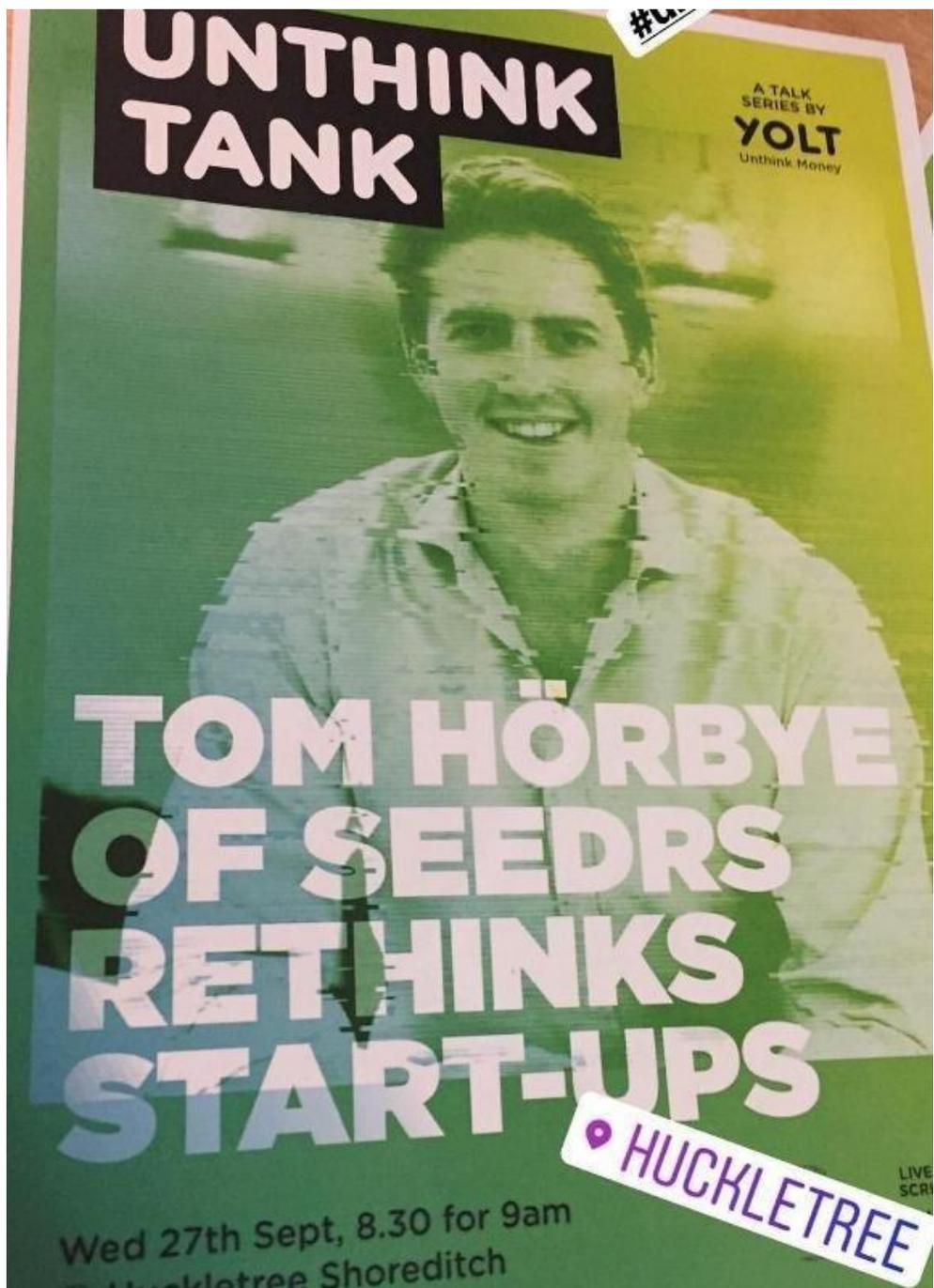
Yolt Thanks Barbara Ann Quigley! ⚡

Like · Reply · 5 July at 13:17



Write a comment...





I created the idea of doing a monthly talk as part of the customer engagement PR strategy, for Yolt.

Since Yolt is an app for young people to be smarter with their finances, I thought it would be positive to imitate “Ted Talks” and generate a monthly meetup with the users and some influential people of the actual fintech and money realm.

This concept was so successful that the company are still hosting this type of events.

Thanks for reading!

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**With Carlos Jean (DJ Producer) and Awanda Perez (Afro personality) -
Afro Show After Party August 2018-**