

Lesley Salazar

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

A highly creative Marketing, Crypto, 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 and the Digital Voice activities between companies and their customers.**
- Blockchain Marketer. 2-year experience.
- 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.
- Podcast creation, Video production for Social Media TV, RRSS Live Streams.

PERSONAL ATTRIBUTES

Creative | Problem Sensitivity | Curious | Entrepreneurial | High Emotional Intelligence | Balanced | Go-Getter | Confidence | Working collaboratively | Delivering solutions | Enthusiasm | Innovation | Resilient | Adaptable | Passionate about anything creative -from pitching ideas and contacting creatives to organizing the post-production and meeting deadlines | Excellent organizational and planning skills.

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
- ✓ Created the Logo and Brand Book for Sportingtech (<https://sportingtech.com/>)
- ✓ Started my own online magazine, LES DO IT MAGAZINE, attracting 81,000+ social media followers
- ✓ On my personal Social media platforms, I have an IG Show named SOUL, where I interview people that I admire. I have more than 70K 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

COMMUNITY PROGRAM MANAGER - Turing

11/2021 - currently

Under the direction of the Deputy Executive Director, I am responsible for the strategic management of community and influencer and event programs, projects, and partnerships that increase the company's engagement and brand reputation. Primary duties include, but are not limited to, the following:

- Working with Management team, Board of Directors, and staff in strategic planning, policy development, and program and project evaluation;
- Leading the Community Programs Team in goal setting and developing, implementing and evaluating programs;
- Creating collaborative and innovative programs in partnership with public, private professionals-influencers, and research entities;
- Collaborating with resource managers and stakeholders to engage community members.

HEAD OF BRAND - Swace (Freelance)

06/2021 - 12/2021

Head of Brand and the first contact of the CEO. Responsible for:

- Branding strategy of the startup company
- Creating the Marketing, Events, Social Media and Customer Service PR plan to drive brand awareness
- Managing day-to-day Marketing and Branding activities operations incl. budget and reporting

INTERIM HEAD OF MARKETING - Sportingtech (Freelance) 02/2021 - 06/2021

Head of Marketing and first contact of the Interim Director. Responsible for:

- My hire was part of the rebranding strategy of the company, I created the new logo and new website,
- Creating the Marketing, Events, Social Media and Customer Service PR plan to drive brand awareness
- Managing day-to-day Marketing, Social Media and Communication operations incl. budget and reporting
- Hiring, managing and developing the Marketing and designer teams
- Managing the creation, curation and publishing of content incl. images and video

Achievements: Create the new logo and website for the company, keeping online communities organised and created new internal communication assets for the sales team. As an additional achievement, I opened crypto Market opportunities for the company.

MARKETING DIRECTOR - Youbetcha! Fiat and Crypto Gambling (Contract)

06/2020 - 02/2021

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)
- Youbetcha! is a FIAT and CRYPTO Casino. I had to create a *FIAT and Crypto* Marketing Strategy plan.
- 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- *Fiat and Crypto Markets*)
- Ensuring the development and delivery of relevant (*FIAT and CRYPTO*) content topics to targeted customers
- Managing the creation, curation and publishing of content incl. images and video

Achievements: Create all the *DRESS* from scratch, Brand's social image and develop an Influencer programme.

GROWTH & 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 three 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, excellent 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 events 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); Assisted in the production of the localised events for different markets, 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 through blog referrals, Twitter-Facebook mentions, Facebook Ads and Influencer Content; Promoted from Executive to Manager.

Other Roles: NFT ART CLUB(UK-LatAm) 2021, 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