

ANA SALLES

CREATIVE STRATEGIST & CONTENT PRODUCER

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📍 New York, NY

Creative strategist and editorial-minded marketer guiding brands toward their fullest potential through social media, content marketing, and brand development. In the past eight years, I've launched brands to market, grew small businesses and early-stage startups and worked with agencies building social-first strategies for Fortune 500 companies.

EDUCATION

Post-Graduate Degree Fashion Merchandising Management

Fashion Institute of Technology
New York, NY

Bachelor's Degree Fashion Business

Anhembi Morumbi University,
São Paulo, Brazil

// CERTIFICATES

Content & Social Media Mkt. Media Bistro

Social Media Marketing & Advanced Social Strategy

Hootsuite

Fashion Journalism

Escola São Paulo

Fashion Marketing

ESPM, São Paulo

SKILLS

// PROFESSIONAL

Content Strategy

Social Media Strategy

Art Direction

Writing

Storytelling

Branding

Digital Marketing

Influencer Marketing

Trend Forecasting

Social Media Advertising

// TECHNICAL

Google Analytics

Facebook Business

SMM Tools

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Keynote

WordPress

Squarespace

// LANGUAGES

Fluent in English and
Portuguese. Basic Spanish

WORK EXPERIENCE

Creative Strategist and Content Producer | *Content Lab NYC/Self-employed* | New York, NY | 8.14 – Present

Creative and marketing consultancy specializing in growing brands through data-driven strategies, social media, and storytelling.

Past Clients: Museum of Ice Cream, OLAY, The Doneger, Schutz US, Zales, Fountain of Truth, Alba Botanica, Luminary, Forsythia Studio, Esmeral, Tova to name a few.

Agencies: Badger & Winters | Creative Media Marketing | CASE | Box 1824 | The Creative Exchange

- Lead innovative, digital-first thinking and strategy development to drive excellence in creative and communications work across clients
- Create narratives and content to support marketing strategies, drive engagement and build communities
- Identify and evolve a distinct brand voice and aesthetic that is authentic and consistent across digital platforms
- Work with creative teams to bring concepts to life, crafting communication plans and content calendar across an integrated channel landscape
- Establish KPIs and goals to measure success and develop weekly and monthly reporting to be shared cross-functionally
- Develop pitch presentations and collaborate with sales teams on client acquisition

// ACHIEVEMENTS

- Built a social-first strategy to launch OLAY's Sun Care is Self-Care campaign across channels, increasing OLAY Regenerist sales and creating brand relevance among Millennials
- Ideated Schutz's brand ambassador program, and helped to strengthen the relationship with influencers, establishing the hashtag #InMySchutz
- Boosted Schutz's revenue coming from social media by 89% by optimizing Facebook and Instagram ads, and developing overall social media and content strategy
- Acquired 110k Instagram followers for Esmeral by crafting content and leading influencer marketing campaigns over a 6 months period
- Grew Tova Instagram followers by 112% in 3 months and create brand relevance among the youth by building social-first strategies that reinforced the new positioning, and introducing mega-influencer campaigns

Content Creator and Trend Analyst | *Freelance* | São Paulo, Brazil | 9.11 – 4.14

Brazilian correspondent for WGSN, Fashion Snoops, Stylesight and Trendstop. Other clients: Abril Publishing, Fashion Bubbles

- Created stories about the Brazilian fashion market, covering fashion weeks, trade shows, retail and special events in Sao Paulo and Rio de Janeiro

Fashion and Beauty Editor | *Site Chic* | São Paulo, Brazil | 9.12 – 11.13

Digital fashion magazine founded by Gloria Kalil, one of the most prominent figures within the Brazilian fashion industry

- Covered fashion events, ranging from runways and trade shows to beauty launches
- Managed photo-shoots and special projects, such as Trend Books, from pre to post-production, developing storyboards, and hiring teams
- Crafted content and managed social media platforms (Facebook, Instagram, Twitter and Pinterest), doubling engagement and followers

Production Planning Coordinator (contract) | *Coach* | New York, NY | 2.11 – 6.11

Customer Service Associate | *Ermenegildo Zegna* | New York, NY | 6.10 – 2.11