

ANA SALLES

C R E A T I V E & C O N T E N T S T R A T E G I S T

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PROFILE

As a Creative and Content Strategist with a decade of experience, I excel in digital marketing and social media. I've led highly successful campaigns for top brands like Meta, Instagram, PayPal, and Xfinity, increasing engagement and trust. My passion for data-driven storytelling drives my career.

SKILLS

- Creative direction & strategy
- Branding
- Content development
- Storytelling
- Social media strategy
- Digital marketing
- Influencer marketing
- Trend forecasting & analysis
- Social media advertisement
- Market research
- Writing

WORK EXPERIENCE

CREATIVE AND CONTENT STRATEGY DIRECTOR

Self-employed • New York, NY & Los Angeles, CA 08.14 - Present

Clients: Meta, WhatsApp, PayPal, Messenger, Museum of Ice Cream, Zales, OLAY, Schutz USA, Alba Botanica, Steve Madden, and Pepsico to name a few.

- Developed and implemented brand and creative strategies for top creative agencies, including BUCK, Sparks & Honey, and Hornet, leveraging audience insights and market trends to guide creative development.
- Engaged in the strategy development for Meta's rebranding and app optimization, using insights from competitive research and industry trends.
- Implemented a successful social media strategy for OLAY's SunCare is Self-Care campaign, which led to a 30% increase in sales.
- Led social media strategy, including influencer and community management, for Schutz North America, driving an 89% increase in conversions and boosting brand awareness.

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

CREATIVE STRATEGIST

Meta • Los Angeles, CA

01.22 - 04.22

Creative Shop, Disruptors

- Implemented strategies and set the creative approach for Meta's clients across industries, resulting in increased relevance and growth.
- Deepened client relationships and informed creative best practices at Meta, leading client presentations to showcase the company's values

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CREATIVE & CONTENT STRATEGIST

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- Keynote
- Google Analytics
- Facebook Ad Manager
- SMM Tools
- WordPress
- Squarespace
- Microsoft Office
- Google Drive Suite
- Mintel

LANGUAGES

Fluent in English and Portuguese

CERTIFICATIONS

CREATIVE STRATEGY PROFESSIONAL

Meta Blueprint

SOCIAL MEDIA MARKETING & ADVANCED SOCIAL STRATEGY

Hootsuite

JOURNALISM

Escola Sao Paulo

WORK EXPERIENCE

SENIOR CREATIVE STRATEGIST

- Good Kid (Comcast) • New York, NY 06.21 - 09.21
- Led the integrated campaign strategy for Xfinity Winter Olympics 2022, resulting in a strong performance across all channels.
 - Improved Xfinity's social media performance and ROI by implementing and optimizing social strategies using social media data and cultural insights.
 - Collaborated with integrated marketing and digital marketing teams to develop creative concepts and manage the creative process, resulting in successful brand, product, and category marketing campaigns.

SENIOR CONTENT STRATEGIST

- Facebook • New York, NY 04.20 - 03.21
- Content Development, Global Business Marketing*
- Drove a 134% increase in engagement and positive sentiment across multiple social handles with 20M combined followers by leading B2B creative and content strategy for Instagram and Facebook for Business.
 - Presented and facilitated strategic creative and content discussions with senior executives, marketing leaders, and other design and creative leads, resulting in increased collaboration and streamlined decision-making processes.
 - Amplified Facebook and Instagram's initiatives, such as Buy Black Friday and Instagram Shopping Holiday Campaign, by developing and optimizing creative and social strategies, resulting in significant business results.

CONTENT CREATOR AND TREND ANALYST

- Freelance • Sao Paulo, Brazil NY 09.11 - 04.14
- Brazilian correspondent for WGSN, Fashion Snoops, Stylesight, and Trendstop.*

FASHION AND BEAUTY EDITOR

- Site Chic • Sao Paulo, Brazil NY 09.12 - 11.13
- Digital Fashion magazine by Gloria Kalil, one of the most prominent figures in the Brazilian fashion industry.*

CREATIVE PRODUCTION COORDINATOR

- Coach • New York, NY 02.11 - 06.11