






ANA SALLES

C R E A T I V E & S O C I A L S T R A T E G Y D I R E C T O R

-  929.366.4027
-  hello@anasalles.me
-  Los Angeles, CA
-  anasalles.me
-  linkedin.com/in/anasalles1

PROFILE

As a seasoned Social Strategy Director with over a decade of experience, I've led groundbreaking campaigns for global platforms like Meta and Instagram, mastering the art of blending data-driven insights with creative storytelling to build and engage communities. My expertise lies in developing social media strategies that resonate with diverse audiences, fostering brand trust, and driving growth in the fast-paced digital landscape.

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

FOUNDER & BRAND MARKETING CONSULTANT

Self-employed • Los Angeles, CA 09.22 - Present
creative agency specializing in digital marketing, impactful content, and experiences for sustainable and well-being-focused organizations.

- Launched Magia Creative, scaling the agency to partner with sustainability-focused startups, driving brand amplification and achieving significant client acquisition through targeted creator campaigns and strategic content marketing initiatives.
- Directed groundbreaking social media campaigns for GRID Alternatives LA, leading to a 4x increase in lead generation via Meta platforms while enhancing community trust and engagement through innovative storytelling and content strategies.

FREELANCE CREATIVE & SOCIAL 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 executed brand and creative strategies for leading creative agencies, such as BUCK, Sparks & Honey, and Hornet, leveraging audience insights and market trends to guide creative development.
- Implemented a successful social media strategy for OLAY's SunCare is Self-Care campaign, resulting in a 30% sales increase.
- 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

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TECHNICAL SKILLS

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

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

CREATIVE STRATEGIST

01.22 - 04.22

Meta • Los Angeles, CA

Creative Shop, Disruptors

- Implemented strategies and set the creative approach for Meta's clients, driving relevance and growth.
- Strengthened client relationships and informed creative best practices, leading client presentations.

SENIOR CREATIVE STRATEGIST

06.21 - 09.21

Good Kid (Comcast) • New York, NY

- Led the integrated campaign strategy for Xfinity Winter Olympics 2022, achieving strong performance across channels.
- Improved Xfinity's social media performance and ROI by implementing and optimizing social strategies using social media performance and cultural insights.

SENIOR CONTENT STRATEGIST

04.20 - 03.21

Facebook • New York, NY

Content Development, Global Business Marketing

- Increased engagement and positive sentiment by 134% for Instagram and Facebook Business social profiles with a total following of 20 million, through spearheading creative strategy and content development.
- Led discussions on creative strategy with senior executives and marketing leaders resulting in enhanced collaboration and swift decision-making.
- 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

09.11 - 04.14

Freelance • Sao Paulo, Brazil NY

Brazilian correspondent for WGSN, Fashion Snoops, Stylesight, and Trendstop.

FASHION AND BEAUTY EDITOR

09.12 - 11.13

Site Chic by Gloria Kalil • Sao Paulo, Brazil NY