

Luis A. Seijo, Jr.

Digital Media Specialist

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Education

Texas State University

*B.S. Digital Media Innovation & Mass Communication
Minor in Healthcare Administration*

Certifications

- Google Analytics
- Hootsuite
- Lean Six Sigma Green Belt

Skills

- 360° photo and video
- Adobe Suite
- AirTable
- Brand management
- Copywriting
- Creator Studio
- CSS
- Digital photography
- Google Suite
- Hootsuite
- HTML
- Microsoft Office
- SEO
- Social media management
- Spanish
- Video editing
- Virtual reality
- Wordpress

Experience

Task Us

Social Media Marketing Coordinator: March 2021

- Prepare, schedule and post content on social platforms using Facebook Creator Studio, Twitter Media Studio and Sprinklr for the world's leading streaming entertainment service while maintaining 100% accuracy
- Trafficking manager overseeing accounts with audiences up to 27 million followers
- Responsible for publishing posts that regularly have 50+ million views across social network platforms (Facebook, Instagram, Twitter)
- Maintained expert-level knowledge of all available social media formats.

South by Southwest

Associate Content Editor: January 2020 - March 2020, January 2021 - March 2021

- Create, format and maintain content standards for sxsw.com resources, including pages and blogs to improve SEO
- Plan, schedule, publish online content for events across Facebook, Instagram, LinkedIn and Twitter
- Create material via Photoshop including social media graphics and branded assets
- Curate ideas for big-picture projects and improving overall web content engagement
- Write blogs on a variety of subjects including programming, announcements, recaps and more
- Review ticketing system, ZenDesk, to make corrections to website requests for sxsw.com

Texas State University- Office of Vice President of Information Technology, Marketing & Communications

Digital Media Specialist: June 2018 - May 2019

- Managed and scheduled social media content one month out for Facebook, Twitter and Instagram via Hootsuite
- Produced multimedia content using Adobe Creative Suite to compliment VPIT's brand, style and voice for outreach
- Developed outreach events with faculty to engage audience of 39,000 students
- Planning, delivering, and executing digital media, measurement, and creative strategy to grow brand
- Increased social media following across Facebook, Twitter and Instagram by 88% in a seven month period
- Analyze and report on metric-based research to identify top-performing content

South by Southwest

Student Content Team: March 2017, 2018, 2019

- Part of a 20-student team that covered the SXSW Conference and Interactive, Film and Music Festivals for the SXSW Brand & Marketing's web and social media teams
- Captured photo and video content, coordinated content delivery and transcribed key moments from conference and keynotes/featured talks, film screening Q&A's, and other event programming for usage on SXSW's social media accounts and website

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Digital Content Strategist Intern: January 2017 - January 2018

- Served as digital content intern for full service digital agency based in Austin, TX
- Composed written content and improved SEO based on topics ranging from current events, technology, pop culture and more
- Participated in organizational discussions to strategize better engagement with targeted audience..