

CRISTIAN SALDIVAR

(210) 577-3931

cristian.saldivar1@gmail.com

<https://www.cristiansaldivar.com/>

Education

Bachelor of Arts in Communications Arts, concentration in Convergent Media, Minor in Marketing

Fall 2018

University of the Incarnate Word, San Antonio, Texas

Coursework focused on Services Marketing, Consumer Behavior studies, Writing for the Media, Video & Audio Production, Marketing, and International Marketing.

Associate of Arts, concentration in Liberal Arts

Spring 2015

San Antonio College, San Antonio, Texas

Experience

Marketing Consultant/ Brand Manager

**Feb 2019-Dec
2019**

The Kidney Bean

San Antonio, Texas 78219

- Design and execute branding strategy for social media marketing
- Develop logo design and branding style guide for use in future marketing materials
- Assist with social media marketing, as well as created the website for SEO and marketing purposes

Intern

**April 2017-March
2019**

L.A.M.P. Media Productions

San Antonio, Texas 78205

- Assist with video productions and production set up
- Create and execute strategical social media marketing campaigns to increase traffic for the company's website
- Write and edit blogs to increase company's SEO, and outreach to potential clients
- Develop advertising and marketing materials for promotion of L.A.M.P. Media Productions

Assistant Manager

**Jan 2014-
March 2019**

Subway, River Sub Ltd.

San Antonio, Texas 78209

- Collaborate to develop specific, store-based, strategic plans to increase sales and customer patronage
- Calculate cost of goods, labor percentage, and sales
- Conduct interviews, and assist in the hiring process of new employees

Skills

- Intermediate to advanced proficiency in most Adobe software programs, including Adobe Premiere, Audition, InDesign and Illustrator
- Experience with DSLRs (Canon 6D, T5i, T3i), and video production equipment
- Competent in a variety of social media platforms (Twitter, Instagram, Facebook), and web-based content sites (Wordpress.com, Wix.com, Squarespace.com)

Andrew Poppoon

Owner/Supervisor

L.A.M.P. Media Productions

1113 E Houston St

San Antonio, Texas, 78205

(210) 573-0174

Megin Boyles

Owner/Supervisor

L.A.M.P. Media Productions

1113 E Houston St

San Antonio, Texas, 78205

(646) 753-2279

Emily Shelton

Manager

Subway, River Sub Ltd.

1464 Austin Hwy, Ste. 109

San Antonio, Texas 78209

(210) 396-1229