

# Jorge Flores

## SENIOR SOCIAL MEDIA/ CONTENT MANAGER

### BOOK

Senior digital content and social media professional with 15 years of experience leading content strategies for premium consumer brands, hospitality groups, and global corporations such as Kellogg's, Grupo Alsea, Telcel, Cinépolis, American Express Latam, among others.

Expert in building scalable content ecosystems that drive engagement, brand positioning and conversion, integrating AI-powered workflows, first-party data strategies and content commerce.

Strong background in social media strategy, creative direction, content operations, campaign execution, and performance analysis across multiple brands and stakeholders.



Photo: © Martín López

# What I do



- Research, definition of funnel, buyer persona, archetype, tone & style, territories and brand roles
- Creation of content pillars, communication lines
- Selection of digital ecosystem and content split
- Direction and definition of WOW (way of working)
- Implementation of playbooks, brand factsheets, Q&As, and press kits
- Performance and sentiment reports



Overseeing of:

- Content creation and management (content grills, reels, stories, carousels, posts)
- Always-on content
- Scheduling and publishing
- Live coverage
- Community management and responding



- Campaign design
- Strategic and tactical communication
- Research and brainstorming
- Conceptualization
- Creative direction
- Copywriting and naming

## FOODIE GROOVY GROUP

## DIRECTOR OF COMMUNICATION

Led the communication content strategy across a portfolio of premium hospitality brands and venues, (Hanky Panky, Brujas, Outline, Huset Roma, Pigeon, Café Arixí, Copal Oaxaca, Palapa Cantina Caribeña, Waikiki Tiki Room) and events (The Liquid Show, Down in Mexico).

**Mar 2019–Oct 2025**

## KTBO

## SOCIAL MEDIA MANAGER

Head of the content team at Kube (Kellogg's Unit for Brand Engagement), Kellogg's Latin America command center for the brands Kellogg's, Zucaritas, Special K, Pringles, Kashi, and Hazlo Tuyo.

**Nov 2017–Oct 2018**

## FLOCK LINKED BY ISOBAR

## SOCIAL CREATIVE MANAGER

Content lead for Cinépolis, American Express, Grupo Alsea (Burger King, VIPS, The Cheesecake Factory, P. F. Chang's, California Pizza Kitchen), American Eagle, Clorets, Asepxia, Payback, and Clorets.

**Sep 2015–Oct 2017**

## HAVAS SPORTS & ENTERTAINMENT

## EDITOR-IN-CHIEF

Directed holatelcel.com, Telcel's official content platform. Content Manager for Peugeot, Azul Centenario, Break (Lala), Nacional Monte de Piedad, Responsabilidad Social Grupo Modelo, Sally Hansen, and Rimmel London

**Sep 2011–Oct 2013**

# Work experience



## Tools



Meta Business Manager · Meta Ads Manager · Google Ads · Google Workspace · Google My Business · Google Gemini · ChatGPT · WhatsApp Business · Mailchimp · Wordpress · CapCut · Canva · OpenTable · Slack · Trello





## Core skills



Social Media Strategy · Content Strategy · Creative Direction · Campaign Development · AI Content Creation & Optimization · Performance Marketing · Marketing Analytics · First-Party Data · CRM & Email Marketing · Content Commerce · Stakeholder Management · Team Leadership · SEO

# Recent experience and achievements\*




From 2019 to 2025 I worked for some of the Mexican bars that have been featured on The World's 50 Best Bars list (Hanky Panky and Brujas) and a restaurant recommended by the Michelin Guide Mexico in 2024 and 2025 (Pigeon), among others.

@HANKYPANKYDF	@BRUJASMEX	@PIGEONMEX	@OUTLINE_CDMX
87,791	57,727	16,272	18,183
FOLLOWERS	FOLLOWERS	FOLLOWERS	FOLLOWERS
			
REACH : 118,363 VIEWS: 1,296,794 INTERACTIONS: 15,464 ENGAGEMENT RATE: 17.69%	REACH: 71,589 VIEWS: 1,046,005 INTERACTIONS: 9,482 ENGAGEMENT RATE: 13.2%	REACH: 72,106 VIEWS: 365,226 INTERACTIONS: 3,604 ENGAGEMENT RATE: 4.99%	REACH: 821,205 VIEWS: 4,945,488 INTERACTIONS: 48,686 ENGAGEMENT RATE: 5.9%

\* According to a 10-month Social Media performance report (January to October 2025).

I was in charge of all communications for the Foodie Groovy Group agency and its restaurants, for which I built digital strategies. I managed most of them from the very beginning, setting up their social media accounts and managing their platforms (OpenTable, Google My Business, Meta Business Suite, and Ads Manager).

I led an in-house team comprised of an art director, a junior designer, an audiovisual producer, and a personal assistant/community manager.

@HUSETROMA	@PALAPACANTINA	@COPALOAXACA	@CAFEARIXI
<b>59,436</b>	<b>33,325</b>	<b>10,076</b>	<b>7,044</b>
<b>FOLLOWERS</b>	<b>FOLLOWERS</b>	<b>FOLLOWERS</b>	<b>FOLLOWERS</b>
			
<b>REACH: 87,655</b> <b>VIEWS: 558,454</b> <b>INTERACTIONS: 4,471</b> <b>ENGAGEMENT RATE: 5.1%</b>	<b>REACH: 979,926</b> <b>VIEWS: 2,576,698</b> <b>INTERACTION: 7,184</b> <b>ENGAGEMENT RATE: 0.72%</b>	<b>REACH: 30,396</b> <b>VIEWS: 985,587</b> <b>INTERACTIONS: 6,798</b> <b>ENGAGEMENT RATE: 22.36%</b>	<b>REACH: 615,925</b> <b>VIEWS: 2,851,923</b> <b>INTERACTIONS: 17,884</b> <b>ENGAGEMENT RATE: 2.9%</b>

# Creative highlights

## MENU CREATION



### Process:

- Brainstorming
- Conceptualización
- Naming
- Creative writing
- Descriptive writing
- Illustration
- Translation to English
- Proofreading
- Production
- Communication (hero, hub & help videos + always on posts)



### Women in Action

Menu for Brujas bar.

Format: fold out poster.

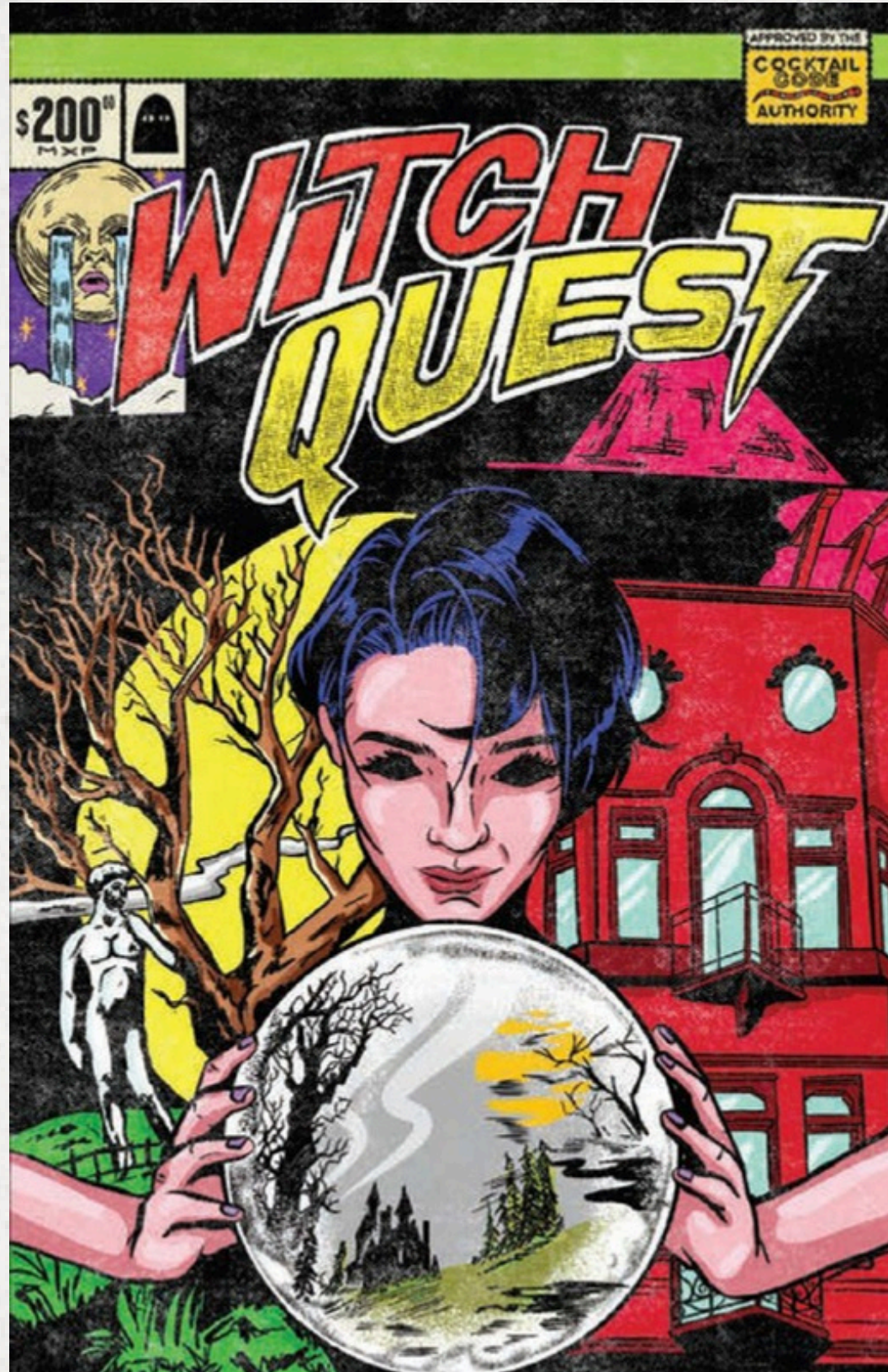
Launch date: March 8th, 2023.

Responsibility: creative direction and illustration

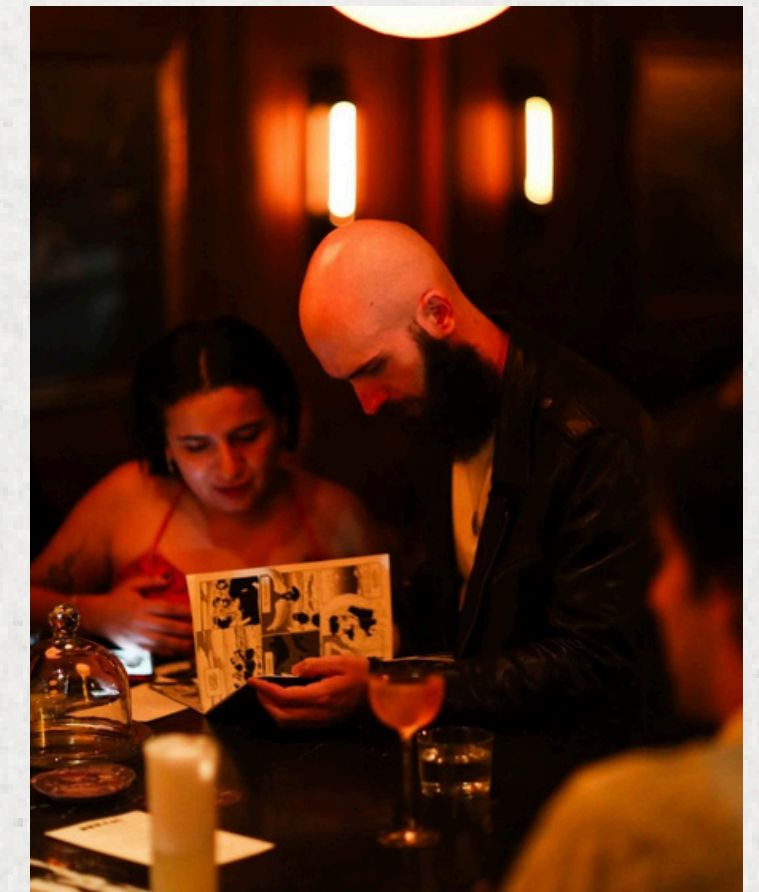
## Witch Quest

Menu for Brujas bar. Format: comic book.

Launch date: August 8th, 2024. Responsibility: creative direction, concept, naming.



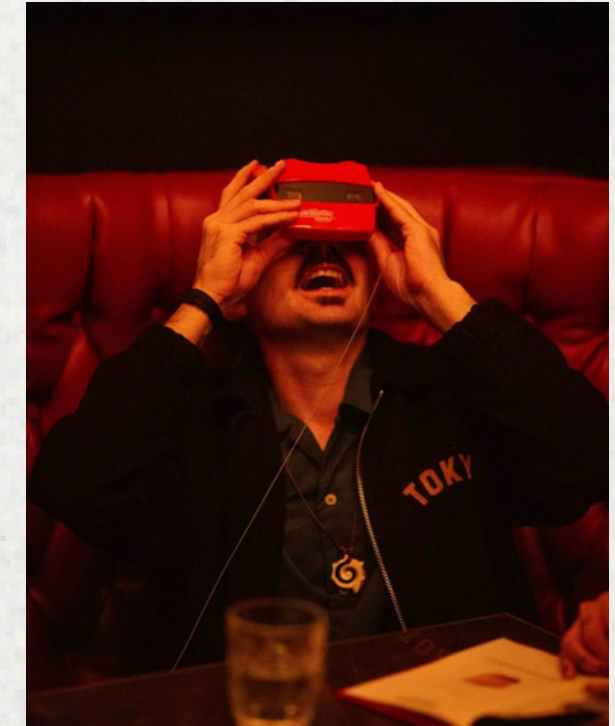
[Link to launching video](#)





## **12 Wonders of Mixology**

Menu for Hanky Panky speakeasy bar.  
Format: View-Master and hard cover book.  
Launch date: August 30th, 2024.  
Responsibility: creative direction, naming.



[Link to launching video](#)

# Campaigns

Conceptualization, planning, strategy, and communication for tactical campaigns, experiential marketing, content commerce, branded content, launches, openings, and special announcements.



# Campaigns

Digital strategy and copywriting for the Telcel Stories campaign with Google Gemini presented by Android, Latin America's first AI-powered video creation contest (February to May 2026).



[Link to Tik Tok video](#)



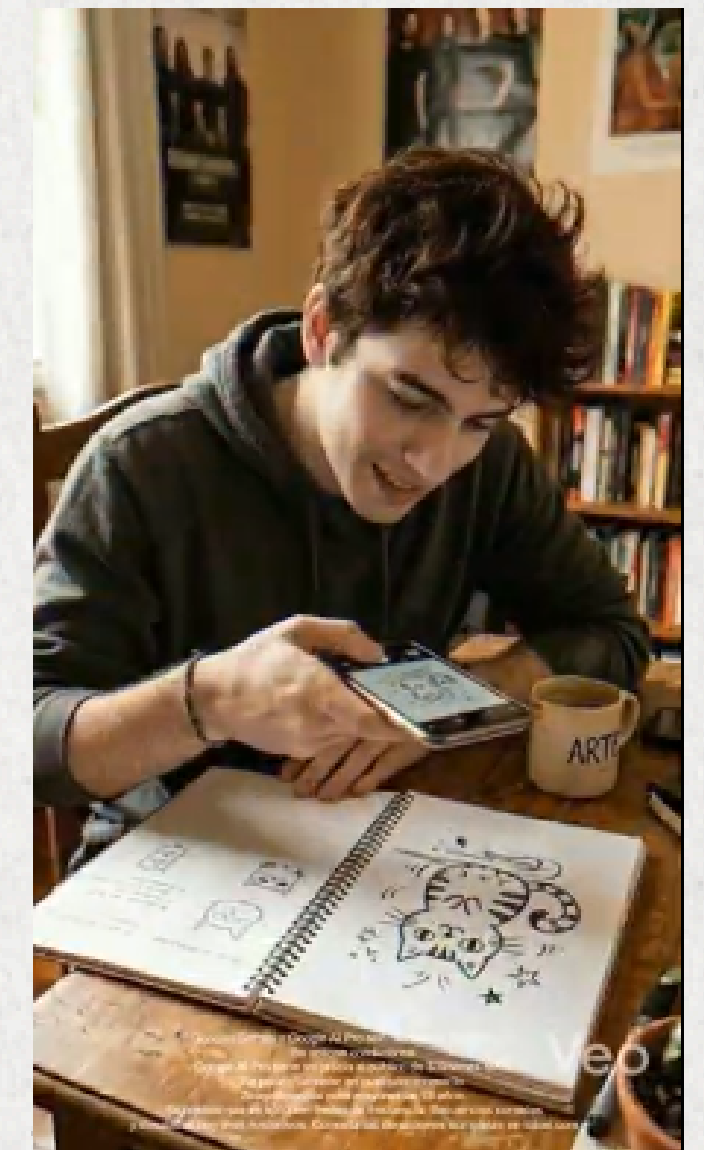
[Link to Instagram reel](#)



[Link to Instagram carousel](#)



[Link to Tik Tok video](#)



[Link to Instagram reel](#)

- Script development, copy for social media, press releases, creatives, Meta Ads, and website.
- 3 million visits in two months, and a participation of 5,000+ successful logs through the official website.

# Copywriting (English)

Some examples of copy published on social media, based on digital strategy, communication lines, and tone & manner.

@hankypankydf  
1,230 copies



hankypankydf Drop it but stay funky.

@brujaismex  
696 copies



brujaismex You'll never know which witch bewitched you.

# Copywriting (Spanish)

Some examples of copy published on social media, based on digital strategy, communication lines, and tone & manner.

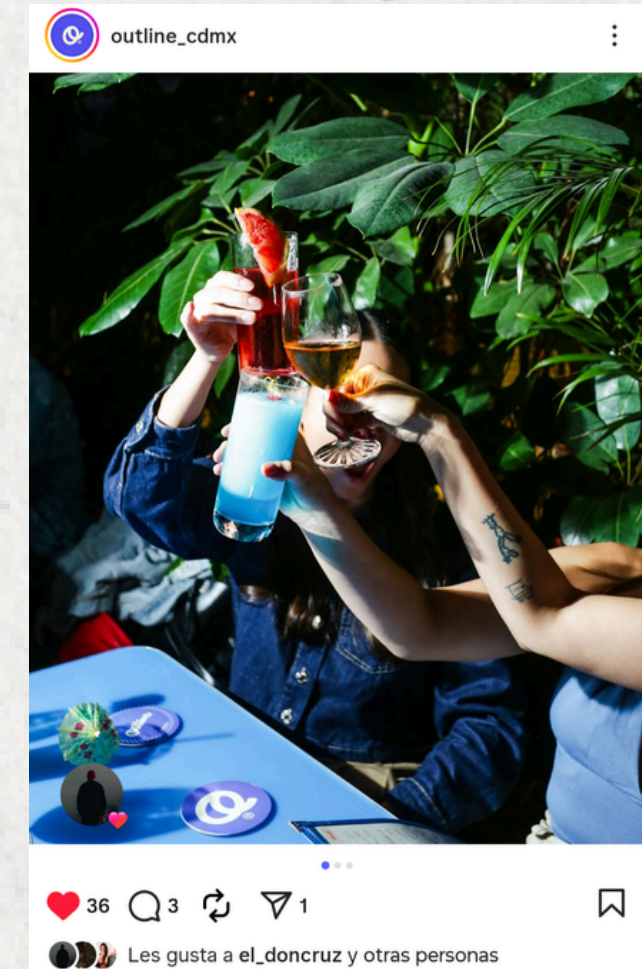
@huetroma  
1,389 copies



@palapacantina  
402 copies



@outline\_cdmx  
303 copies



outline\_cdmx Comenta 🍷 si traes mood de una copa,  
🍹 si se te antoja un slushy, o  
🍺 si vienes por uno de nuestros drafts  
y te regalamos uno ✨ menos

huetroma Qué calor en la ciudad, hora de ir al campo.

palapacantina Ponte bloqueador de malas vibras y pide un  
Negroni bien playero.

# Live coverage

bruja\_mex y satans\_whiskers

SATAN'S WHISKERS KEILA URZAIZ Guest witch

WORKSHOP TUESDAY 2ND, JULY  
TAKOVER WEDNESDAY 3RD, JULY

PRESENTED BY FOODIE GROOVY

REYENTE MEZCAL

211 likes, 8 comments, 13 shares

Les gusta a chouch\_nava y otras personas

bruja\_mex We made a pact with the devil to have @k.udc as a guest witch. And now, our wish was granted: @satans\_whiskers will take over our bar and souls next July 3rd. Yes, we got @50bestbar's No. 28 for #CovenNightChapter28. Also, a workshop will take place one day before. Book now!

Presented by @foodiegroovygroup @mezcalcreyente menos

26 de junio de 2024 • Ver traducción

**TEASER**



Coven Night 28 3 de julio de 2024  
Se agregó a Coven Night 28

#CovenNightChapter28  
@mezcalcreyente  
@k.udc @satans\_whiskers

**LIVE**

bruja\_mex

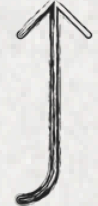
355 likes, 8 comments, 24 shares

Les gusta a chouch\_nava y otras personas

bruja\_mex Last night @k.udc became part of the coven in a very special ceremony, #CovenNightChapter28, and @satans\_whiskers materialized through incredible beverages and hip hop beats.

Presented by @foodiegroovygroup @mezcalcreyente menos

**RECAP**



bruja\_mex

bruja\_mex • Audio original (puede incluir audio de Wor...)

0:58

COVEN NIGHT CHAPTER 28

140 likes, 4 comments, 38 shares

Les gusta a chouch\_nava y otras personas

bruja\_mex This was having @satans\_whiskers in the house. Thank you, @k.udc, you made #CovenNightChapter28 so special!

Presented by @foodiegroovygroup @mezcalcreyente menos

6 de julio de 2024 • Ver traducción

**AFTERMOVIE**

# Contact me

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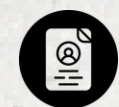
**BLUMPIMAG@GMAIL.COM**

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**LINKEDIN**

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**RESUME**

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**BLUMPI.COM**

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