

JORGE FLORES

SENIOR CONTENT & SOCIAL MEDIA MANAGER | DIGITAL STRATEGY | AI-DRIVEN MARKETING

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[LinkedIn](#) | [Portfolio](#) | [Website](#)

Content and social media strategy specialist with over 15 years of experience in advertising agencies, leading digital strategies, creative direction, and performance-driven content for premium brands and global corporations. Expert in building scalable content ecosystems that drive engagement, brand positioning, and conversion, integrating AI-powered workflows, first-party data, CRM, and content commerce.

CORE SKILLS

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

TOOLS & TECHNOLOGIES

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

LANGUAGES

Spanish (native) • English (professional)

PROFESSIONAL EXPERIENCE

Freelance Content Manager - Meteoro Agencia

Mar 2026 - May 2026

Digital strategy and copywriting for the Telcel Historias con Google Gemini presentado por Android campaign, Latin America's first AI-powered video creation contest.

- Designed the core strategy (target audience, buyer persona, archetype, tone and style, territories, brand roles, content pillars, social media roles, funnel, and formats).
 - Got 3 million visits in two months, and reached a participation of 5,000+ successful logs through the official website.
 - Oversaw the production and planning of both organic and paid content.
 - Co-coordinated a team of 17 content creators (influencers) to reach diverse quality targets.
 - Carried out the campaign's day-to-day content grill (copywriting of captions for social media, creatives, website, and Meta Ads).
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Director of Communication — Foodie Groovy Group

Mar 2019 – Oct 2025

I scaled the digital ecosystem of nine hospitality brands (Hanky Panky, Huset Roma, Pigeon, Brujas, Outline, Copal Oaxaca, Café Arixí, Palapa Cantina Caribeña, and Waikiki Tiki Room), a mixology festival (The Liquid Show), and a music festival (Down in Mexico). I contributed to the global recognition of brands included in The World's 50 Best Bars and the Michelin Guide.

ACHIEVEMENTS

- Led the organic growth of new business units, achieving a 514% increase in followers (Café Arixí) and a 225% increase (Outline) in 8 months.
- Boosted brand visibility at scale, exceeding 4.9 million video views and reaching over 820,000 unique users on a single account (Outline).

- Optimized audience loyalty, achieving engagement rates as high as 22.3%, significantly surpassing the industry benchmark for small accounts (4%-8%).
- Launched and positioned brands from scratch (fewer than 1,000 followers), scaling them to over 5.6 million followers with a reach exceeding 600,000 users (Café Arixí).

RESPONSIBILITIES

- Designed the digital communication strategy.
- Created and standardized content frameworks, brand guidelines and editorial systems.
- Mentored cross-functional teams (content, design, audiovisual production, events) and oversaw the execution of campaigns and BAU communication.
- Built a content commerce ecosystem, integrating OpenTable, Google My Business and WhatsApp Business as conversion channels.
- Orchestrated creative processes (concepts, naming, campaigns and brand storytelling).
- Designed performance reporting frameworks and optimization methods.
- Oversaw content planning, campaign execution and community management across platforms.

Social Media Manager — KTBO (Kellogg's Unit for Brand Engagement)

Nov 2017 – Oct 2018

Led content strategy for Kellogg's brands across Latin America, including Zucaritas, Pringles, Special K, and Kashi.

- Executed regional campaigns aligned with global brand playbooks.
- Delivered performance insights and reports for stakeholders across Mexico and Brazil.

Social Creative Manager — Flock (Isobar)

Sep 2015 – Oct 2017

Directed creative and social media teams for brands including Cinépolis, American Express and Grupo Alsea (Burger King, P. F. Chang's, California Pizza Kitchen, The Cheesecake Factory, Vips).

- Oversaw content strategy, creative execution and brand consistency across campaigns.
- Collaborated with multidisciplinary teams across strategy, creative and production.

Editor in Chief / Content Manager — Havas Sports & Entertainment

Sep 2011 – Oct 2013

Led editorial strategy for Telcel's content platform (holatelcel.com).

- Managed content production, brand campaigns and editorial planning.
- Developed content for brands including Peugeot, Azul Centenario, Break (Lala), Nacional Monte de Piedad, Grupo Modelo Corporate Social Responsibility, Sally Hansen, and Rimmel London.

EDUCATION

English Teaching Major

National Autonomous University of Mexico (UNAM)

1998 - 2003