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 Arixi, 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 · Claude · WhatsApp Business · Mailchimp · Wordpress · CapCut · Canva · OpenTable · Slack · Trello · Monday

Core skills

Content & Social Media Strategy • Creative Direction • Always-on Communication & Campaigns • AI-driven Creation & Optimization • Performance & Reporting • First-Party Data • CRM & Email Marketing • Content Commerce • Stakeholder Management • Team Leadership • Strategic Planning • Internal & External Communication

Recent experience and achievements*

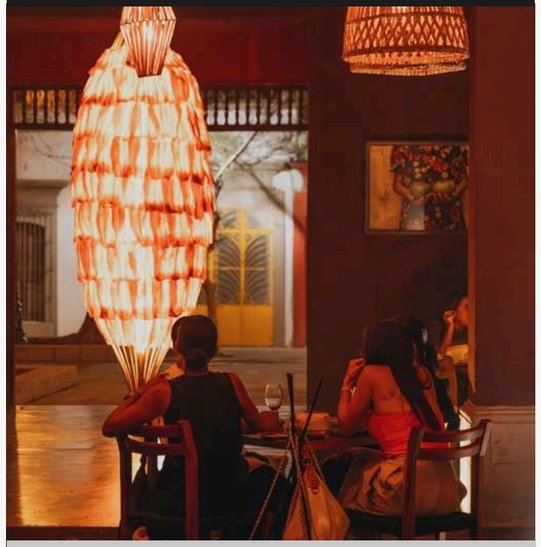
From 2019 to 2025 I worked for some of the Mexican bars that have been featured on The World's 50 Best Bars list (Hanky Panky and Brujas) and a restaurant recommended by the Michelin Guide Mexico in 2024 and 2025 (Pigeon), among others.

@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%

Photos: © Antonio Cruz

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

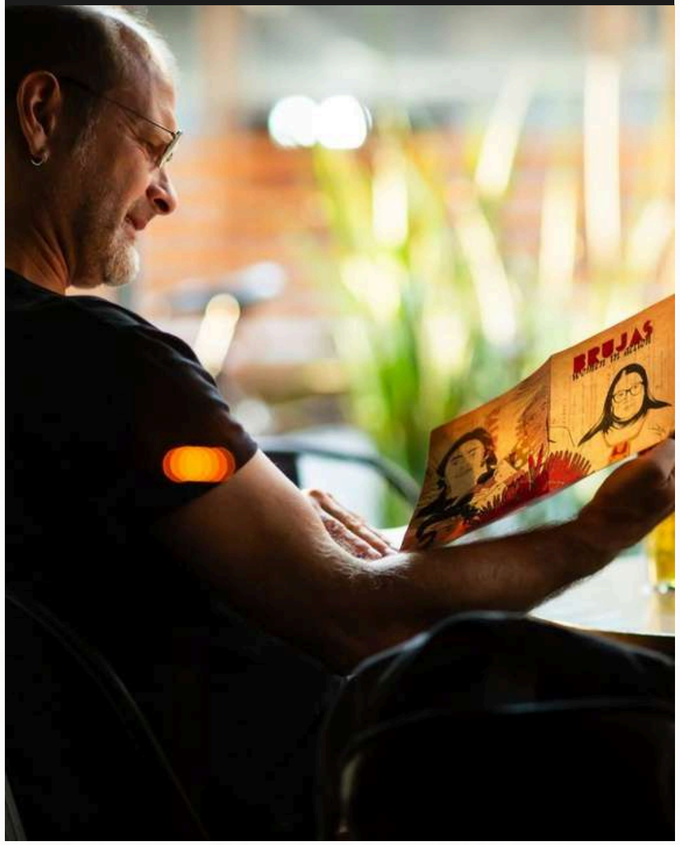
I was in charge of all communications for the Foodie Groovy Group agency and its restaurants, for which I built digital strategies. I managed most of them from the very beginning, setting up their social media accounts and managing their platforms (OpenTable, Google My Business, Meta Business Suite, 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
59,436	33,325	10,076	7,044
FOLLOWERS	FOLLOWERS	FOLLOWERS	FOLLOWERS
			
REACH: 87,655 VIEWS: 558,454 INTERACTIONS: 4,471 ENGAGEMENT RATE: 5.1%	REACH: 979,926 VIEWS: 2,576,698 INTERACTION: 7,184 ENGAGEMENT RATE: 0.72%	REACH: 30,396 VIEWS: 985,587 INTERACTIONS: 6,798 ENGAGEMENT RATE: 22.36%	REACH: 615,925 VIEWS: 2,851,923 INTERACTIONS: 17,884 ENGAGEMENT RATE: 2.9%

Photos: © Antonio Cruz / Pacu

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)

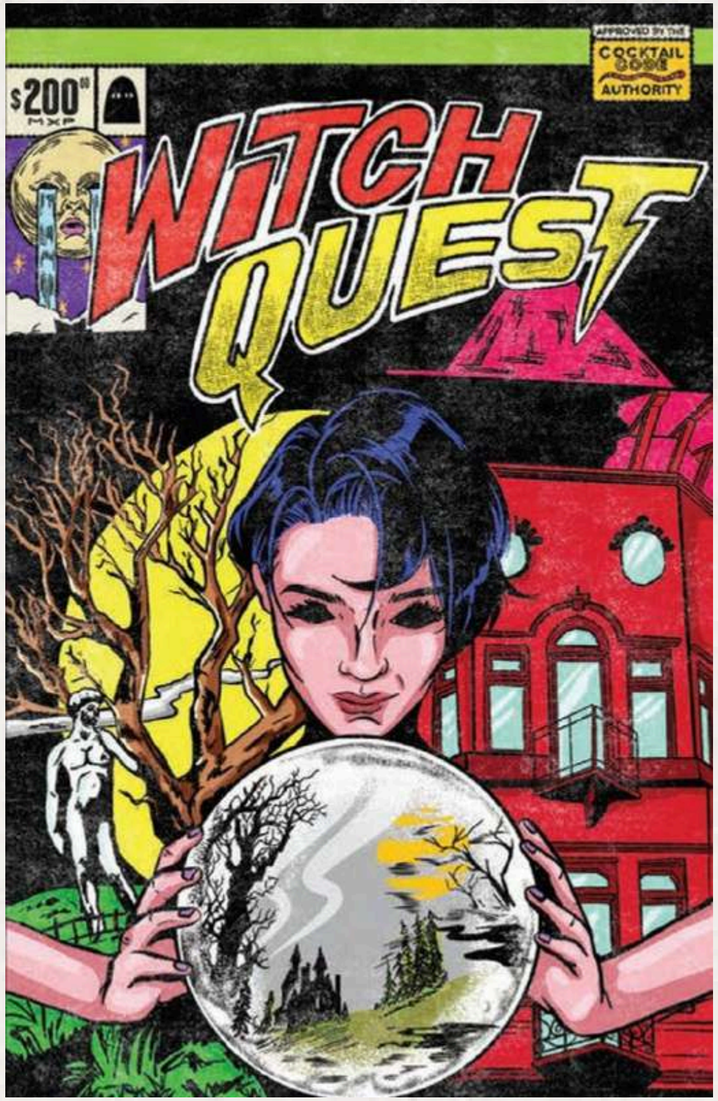


Women in Action
Menu for Brujas bar.
Format: fold out poster.
Launch date: March 8th, 2023.
Responsibility: creative direction and illustration

Witch Quest

Menu for Brujas bar. Format: comic book.

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



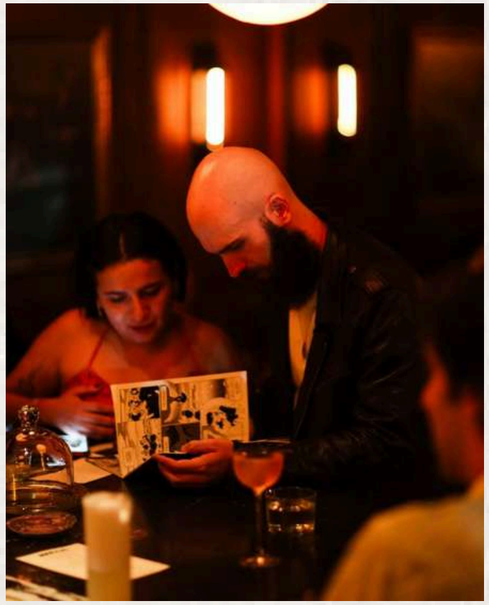
Link to launching video













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.



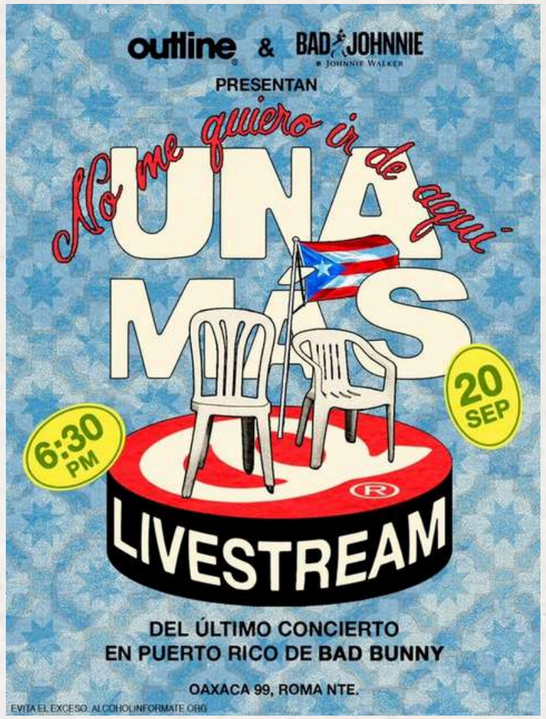


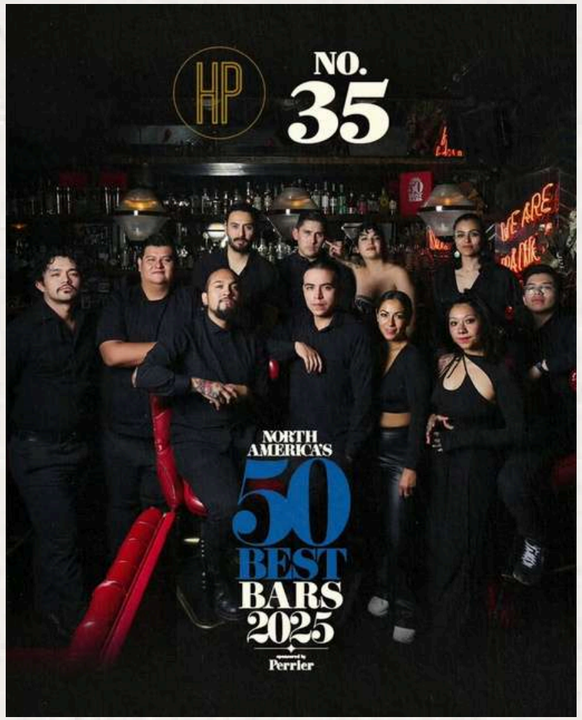


Link to launching video

Campaigns

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









Design: © Diana Corona / Luis Araiza

Campaigns

Digital strategy and copywriting for the Telcel Stories campaign with Google Gemini presented by Android, Latin Americal'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)

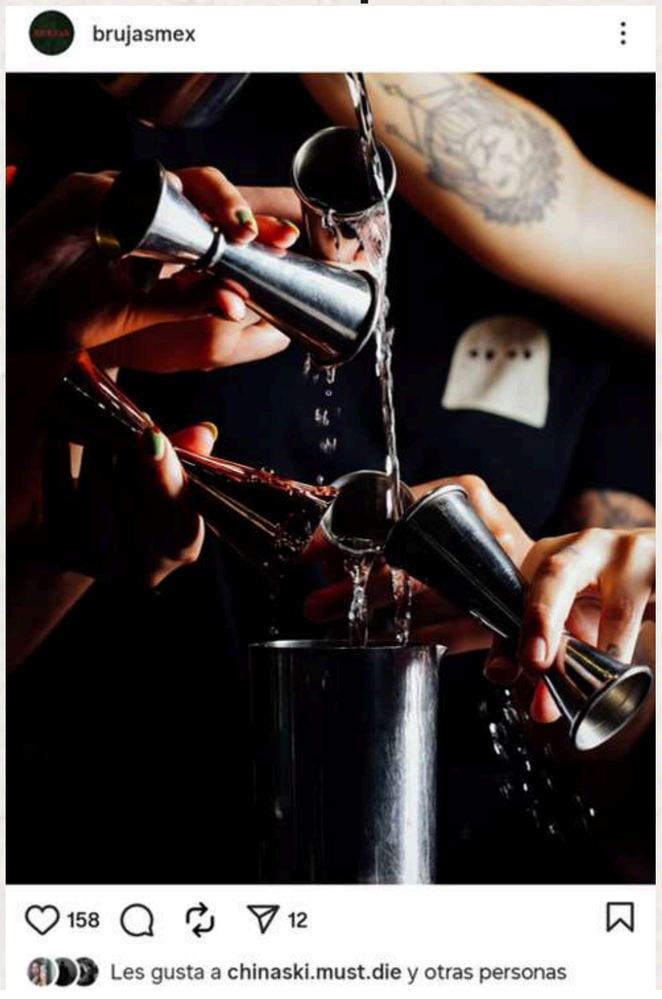
Some examples of copy published on social media, based on digital strategy, communication lines, and tone & manner.

@hankypankydf
1,230 copies



hankypankydf Drop it but stay funky.

@brujasmex
696 copies



brujasmex 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.

@husetroma
1,389 copies



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

@palapacantina
402 copies



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

@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

Live coverage



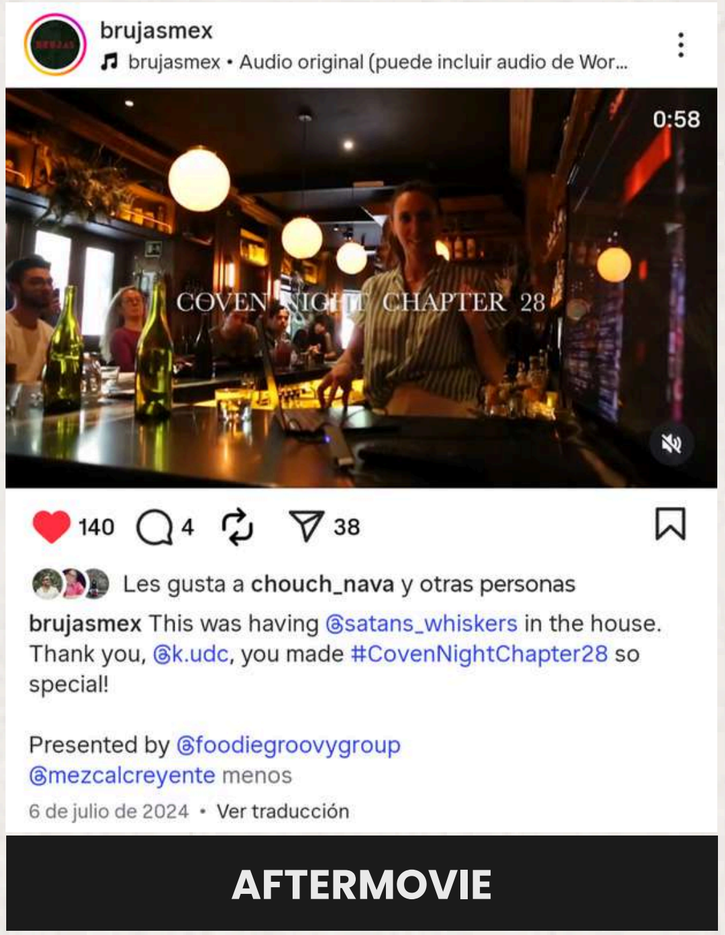
TEASER



LIVE



RECAP



AFTERMOVIE

Contact me

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LINKEDIN

RESUME

VERSIÓN EN ESPAÑOL