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.

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).

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 Arixi, 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 social media strategy for a portfolio of hospitality brands. Across eight accounts, the portfolio gained 52,602 net followers (+23.9%) in eight months.
- Grew Outline's following from 5,384 to 17,500 (+225%). Its content generated 4.9 million views and reached 821,205 accounts.
- Grew Café Arixi's following from 1,093 to 6,710 (+514%). Its content generated 2.85 million views and reached 615,925 accounts.
- Generated 6,798 content interactions for Copal Oaxaca, reaching 30,396 accounts and achieving a 22.36% engagement rate by reach.

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.

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 • Claude • WhatsApp Business • Mailchimp • WordPress • Canva • CapCut • OpenTable • Slack • Trello • Monday

LANGUAGES

Spanish (native) • English (professional)

EDUCATION

English Teaching Major
National Autonomous University of Mexico (UNAM)
1998 - 2003