

# CRISTINA VINCES

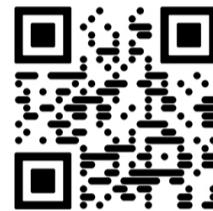
Content Strategist

## WORK EXPERIENCE

- CURRENT**
- PROJECT MANAGER (CUSTOM CONTENT)**  
#000000 (REVOLT'S BRANDED CONTENT AGENCY)
- Responsible for all aspects of the creative workflow, production proces, and managing client relations
  - Ideate campaigns and brand integration strategies for the Integrated Marketing team to deliver client needs
  - Troubleshoot a variety of issues and perform tasks central to the project's success
  - Drive development, implementation, training, and support to all departments
- 2019 - 2020**
- MANAGER, PLAYLIST OPTIMIZATION & CAMPAIGNS**  
WARNER MUSIC GROUP / NEW YORK, NY
- Collaborated with Warner labels and affiliates to develop engaging acquisition campaigns, contests, and playlists
  - Developed global campaigns, case study reports, best practice guides, ad campaigns, email campaigns, etc
  - Led the expansion of 10+ new territories in LATAM and SEA and developed new onboarding materials and guides
- 2018 - 2019**
- MARKETING PROJECT MANAGER (RAP, R&B, US LATIN & REGGAE)**  
ONERPM / NEW YORK, NY
- Built compelling content strategies and campaigns focused on building fan loyalty, driving traffic, and supporting streaming
  - Executed and optimized advertising spends
  - Evolved ONErpm US's branding, social media, CRM, and playlist strategies
  - Clients included MELO-X, OSHUN, Ivy Queen, Shenseea, Method Man, Zaytoven/Red Bull Records, Sizzla, etc.
- 2015 - 2018**
- MARKETING COORDINATOR + GRAPHIC DESIGNER**  
ROC NATION / NEW YORK, NY
- Collaborated closely with Project Managers to create marketing plans, brand partnership decks, and content calendars
  - Focused on research, outsourcing, and budgeting
  - Prepared weekly analytic reports provided input on how to capitalize on trends
  - Provided marketing and events managment support for Meek Mill, Rapsody, Lenny S, TIDAL, J Cole, and Jay-Z

## " TELL STORIES, MAKE ART "

I'm a creative, marketing and content strategist with over 10 years of experience in the music and entertainment industry. I'm agile, forward-thinking, and love telling stories through content. I am the co-founder of creative collective, TRAFFIC ART, and have had the great privilege of working alongside clients like Amber Mark, Dylan Joshua, The CCNYC (CultureCon), Frank Renaissance, and so much more.



Miami Beach, FL 33139

+1 813-352-9457

cristina@trafficartdigital.com

## SKILLS

Branding  
Copywriting  
Problem Solving  
Digital Marketing  
Content Creation

Fluent in Spanish  
Project Budgeting  
Social Media + Engagement  
Events & Project Management  
Ability to analyze and Interpret Data

### HARD SKILLS



Adobe  
Photoshop



Adobe  
Premiere



Adobe  
Lightroom



Google  
Analytics



Spark AR



Blender



WordPress



ToneDen

## EDUCATION

- 2010 - 2014**
- UNIVERSITY OF SOUTH FLORIDA**  
BACHELOR OF ARTS DEGREE  
Focus in International Business and Marketing  
Minor in Spanish
- 2013**
- UNIVERSIDAD SAN IGNACIO DE LOYOLA**  
SEMESTER ABROAD  
Focus in International Marketing, Market  
Research and Global Studies

