



MICHELE SALINAS

AD AGENCY PRODUCER

NEW YORK, NY 10039

michele-salinas.com PW: Luigi

EXECUTIVE SUMMARY:

Accomplished Agency Producer with 5+ years managing multi-million-dollar content productions for legacy brand. Proven success in leading cross-functional teams, developing content strategies, and delivering high-impact campaigns on time and on budget.

CONTACT INFORMATION:

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SKILLS & EXPERTISE:

- Bilingual (Spanish)
- Project Management, Vendor & Stakeholder management
- Social Media: Instagram, TikTok, Facebook, Twitter, YouTube
- Microsoft Office, Adobe Suites, AVID, Google Drive, Dropbox, Slack, Teams
- CMS: Source Creative Extreme Reach, Wix, Hootsuite, Later, Squarespace

ACADEMIC HISTORY:

University at Albany, State of New York
Bachelor of Arts in Journalism, 2018

CAREER SUMMARY:

Ogilvy | New York

PRODUCER / ASSOCIATE PRODUCER (2021–PRESENT)

- Produced integrated campaigns and digital content for Fortune 500 brands (include specific brands if permissible).
- Managed budgets from \$10K to \$2MM, overseeing all phases from creative development through post-production.
- Partnered with cross-functional teams, legal, and external vendors to ensure on-time, on-budget delivery.
- Clients: IBM, Premier Protein, Mastercard, Verizon

The Girls Room | New York

PRODUCER (2017–2023)

- Led a 3-person team producing branded lifestyle and storytelling content.
- Crafted and executed social media strategy to drive audience engagement for national campaigns.

Massingpieces (MP) | Brooklyn, NY

CASE STUDY PRODUCER/ OFFICE MANAGER (2019 - 2021)

- Serving as liaison between Executive Producers, Agency Creatives, Directors and Sales Representatives.
- Conducts research and edit Director treatments for agency pitches.
- Implement process to organize, manage and track assets for case studies.