

Luis A. Seijo, Jr.

Luissayho.com | Luis.Seijo10@gmail.com | (786) 266-0196

Education

Texas State University

B.S. Digital Media Innovation & Mass Communication

Minor in Healthcare Administration

Certifications

- Google Analytics
- Hootsuite

Skills

- Adobe Suite
- AirTable
- Brand management
- Copywriting
- Creator Studio
- CSS
- Hootsuite
- HTML
- SEO
- Social media management
- Spanish
- Sprinklr
- Video editing
- Wordpress
- Zendesk

Experience

South by Southwest: Jr. Web Editor: January 2023 - June 2024

- Oversaw updates on over 300 pages and posts for sxsw.com and other SXSW-affiliated websites
- Build and format landing pages; HTML tables; logo and other smart content embeds
- Review ticketing system, ZenDesk, to make corrections to website requests for sxsw.com
- Study analytics to optimize posts and pages on sxsw.com and improve SEO to drive season-long Content Marketing strategy.
- Collaborated with the Director of Content Marketing, Social Media Manager, Content Editors, Strategy & Insights department, Tech Group, Sales Group, and interdepartmental web liaisons

Unity Technologies: Community Engagement Manager: March 2022 - September 2022

- Build and cultivate the online voice for Unity's Digital Twin business
- Establish a new online community that is passionate about Digital Twin technologies in industries such as architecture, manufacturing, retail, automotive
- Implemented active social listening to find opportunities to engage with the community, partners, influencers - strategically insert Unity into trending conversations on Twitter and LinkedIn
- Increased Unity's Digital Twin Twitter following by 40% in 6 months by incorporating user-generated content that showcased the power of Unity tools

Task Us: Social Media Specialist: March 2021 - March 2022

- Review, prepare, schedule and post content on social platforms using Facebook Creator Studio, Twitter Media Studio and Sprinklr for the world's leading streaming entertainment service
- Trafficking manager overseeing global accounts with audiences of up to 27 million followers publishing an average of 150 pieces of content weekly at 100% accuracy
- Provide training to new team members on the process and workflow of day-to-day operations, helping the team grow from 1 operator to 8 in six months
- Oversaw multiple accounts for real-time coverage and scheduling content of live events, premiering confidential and high-priority news
- Work cross-functionally with editorial and publishing teams to manage day-to-day editorial calendar

South by Southwest: Seasonal Content Editor: January 2020 - March 2020, January 2021 - March 2021

- Formatted and maintained content standards for sxsw.com pages and blogs to improve SEO
- Planned, scheduled and published content for SXSW across Facebook, Instagram, LinkedIn and Twitter generating over 30 million total impressions
- Create material via Photoshop including social media graphics and branded assets
- Write blogs on a variety of subjects including programming, announcements, recaps and more

Texas State University: Office of VPIT, MARCOM, Digital Media Specialist: June 2018 - May 2019

- Managed and scheduled social media content one month out for Facebook, Twitter and Instagram via Hootsuite
- Produce multimedia content using Adobe Creative Suite to compliment VPIT's brand, style and voice for outreach
- Develop outreach events with faculty to engage audience of 39,000 students
- Plan, deliver, and execute digital strategy and KPI's to grow brand
- Increase social media following across Facebook, Twitter and Instagram by 88% in a seven month period
- Analyze and report on metric-based research to identify top-performing content