

Ryan Salvador

Creative Content Marketing Strategist



CONTACT



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Acqua Private Residences,
Mandaluyong, NCR, Philippines

PROFILE

I am self-made versatile content creator with a proven track record of transforming ideas into impactful visual stories since 2016. Specializing in video editing, social media marketing, and strategic content development across diverse industries. Tech-savvy professional skilled in Adobe Creative Suite and digital marketing tools, with an entrepreneurial spirit that turns creative challenges into successful campaigns. Passionate about crafting innovative content that breaks through the noise, from long-form videos to targeted marketing strategies. Driven by a commitment to excellence and an appetite for pushing creative boundaries.

STUDY EDUCATION

Bachelors of Science in Industrial Engineering

Mapua University
2010-2012

Bachelors of Science in Information Technology

Philippine Christian University
2012-2016

WORK EXPERIENCE

2020 to 2024 **Freelance Creative Content Creation Strategist** **41Made.co - California (Remote)**

Specialized in developing comprehensive digital marketing and video content solutions for businesses across various industries. My approach combines creative storytelling with strategic marketing techniques to help brands effectively communicate their message and engage their target audience.

- Crafted multi-platform content strategies for diverse businesses
- Designed comprehensive marketing solutions from concept to execution
- Developed high-conversion marketing campaigns across platforms

2019 to 2020 **Digital Marketing and Creative Specialist** **Smart Energy Answers - Australia**

I specialize in creating innovative marketing solutions that blend creative storytelling with strategic digital communication. My role focuses on developing comprehensive marketing strategies that drive engagement and deliver measurable results across multiple platforms.

- Executed targeted social media marketing campaigns
- Designed compelling visual content for brand messaging
- Optimized digital marketing funnels for increased conversions

LANGUAGES

English

Tagalog

Korean

ARCHIVEMENT AWARDS

Digital Marketing Certification

Google Inc. / Credential ID: JJ5 JXH GJ5
2021

Digital Strategies Certification

Linkedin / Credential ID: 1F19BC
2020

Outstanding Leadership Awardee

Edu2.0 Conference Las Vegas
2023-2024

WORK EXPERIENCE CONTINUED

2018 to 2019 Graphic Designer
Sybex Animal Health and Nutrition Inc. – Philippines

Dedicated to transforming complex ideas into compelling graphic narratives. Skilled in translating brand concepts into visually striking designs that communicate effectively and engage target audiences across various physical prints and media platforms.

- Produced high-impact designs for a focused-industry
- Developed brand identity materials with strategic messaging
- Executed print designs around strategized brand assets

2016 to 2018 Associate Systems Engineer
Genesys Telecommunications LTD. – Philippines

Technical professional supporting complex telecommunications systems and engineering solutions at a global software company specializing in customer experience and contact center technologies. Collaborated with cross-functional teams to implement and maintain advanced telecommunications infrastructure.

- Supported enterprise-level telecommunications system implementations
- Troubleshoot complex technical issues with trained precision
- Assisted in client-side system configuration and optimization

CHARACTER REFERENCE

Available upon request.

SOCIAL MEDIA

Facebook
@theryanslvdr

X/Twitter
@theryanslvdr

Instagram
@theryanslvdr

Linkdn
/theryansalvador

Threads
@theryanslvdr

EXPERTIZE

- Video Editing
- Social Media Marketing
- Content Strategy
- Digital Campaign Development
- Brand Storytelling
- Multi-platform Content Creation

TECHNICAL SKILLS

- Professional Video Editing
- Image Manipulation and Graphic Design
- Vector Graphics & Design
- Layout Design & Publishing
- Graphic Design & Quick Content Creation
- Mobile & Social Media Video Editing
- SMM Tools - Scheduler & Analytics
- Campaign Creation & Execution
- Digital Marketing Funnel Development
- Content Repurposing
- Multi-platform Strategy

INTEREST

- Paintings
- Productivity
- Personal Development
- Creative Thinking
- Critical Thinking
- Self-Awareness
- Luxury Watches
- Monaco, Dubai, Romania
- Badminton
- Church Community