

MARLENE
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IG: @cinechito

Los Angeles, CA

Creative producer & social content creator with 6+ years of experience in brand storytelling, performance-driven social campaigns, and award-winning filmmaking.

KEY SKILLS

- Social-first content creation (Reels, TikTok, YouTube Shorts)
- Video editing & lo-fi/UGC-style production
- Digital strategy & trend translation
- Photography & branded visuals
- Analytics-driven iteration & reporting
- Campaign development & brand storytelling
- Project & production management
- Cross-functional collaboration

TOOLS

- | | |
|-----------------|------------|
| Premiere Pro | CapCut |
| Photoshop | Canva |
| Lightroom | TikTok |
| Media Encoder | Salesforce |
| Davinci Resolve | SAP |
| Avid | NGP VAN |

EXPERIENCE

Social Media Manager
Trademark Brewing

JUNE 2025 - PRESENT

Long Beach, CA

- Grew Instagram views by +152% in one month (21K to 54K).
- Boosted followers to 17K, adding +184 new followers in July.
- Produced reels consistently hitting 6-9K+ views organically.
- Manage newsletter with a 40% open rate, outperforming industry averages.
- Developed brand storytelling pillars around beer launches, events, and community.

Founder, Creative Director
Huelga Media

JUNE 2020 - PRESENT

Long Beach, CA

- Produced branded + narrative content for nonprofits and organizations including Voto Latino.
- Led festival strategy for We Choose To Go (selected at 15+ international festivals, distributed by DUST, 150K+ views).
- Produced and edited short-form narrative films, tutorials, and social media content from concept to final cut.

Lead Content Producer
Fisker Inc

JAN 2022 - MAY 2024

Manhattan Beach, CA

- Managed Fisker's TikTok, creating its top-performing video (900K+ views, 6.9K likes).
- Increased average video views by 146%; achieved a 5% engagement rate (above industry 4%).
- Produced social campaigns clarifying OTA updates, reducing customer confusion and improving sentiment.
- Collaborated with PR on Fisker OceanOS 2.0 rollout, streamlining customer escalation.
- Directed cross-platform content: explainers, internal training, configurator visuals, and global content guidelines.

Digital Campaigns Fellow
Voto Latino

AUG 2020 - DEC 2020

Remote, Washington, D.C.

- Worked on the team that registered over 600k voters in time for the 2020 General Election.
- Managed volunteer text banks using Slack, facilitating collaborated efforts across the United States.
- Created and led the Anti-Disinformation campaign, supporting national voter education initiatives.

Writer/Director/Producer
'We Choose To Go'

JUNE 2020 - AUG 2021

London, United Kingdom

- Won the UFVF/Kodak Excellence in Filmmaking Grant.
- Exceeded crowdfunding goals by 190%, with support from over 100 backers.
- Selected for over 15 international film festivals and secured a streaming deal with DUST.
- Featured as Kickstarter Project We Love and featured by WIF, Film Threat, Indie Shorts Mag, and UK Film Review.

EDUCATION

MFA Filmmaking
London Film School

Top Film School -The Hollywood Reporter
Student Activities Director

BFA Film & Digital Media Production
University of New Mexico

Dean's List
Residence Hall Student Activities Officer

Additional Certifications: Advertising with Meta (2024), Fundamentals of Social Media Advertising (2024), Intro to Social Media Marketing (2024), Social Media Management (2024)