

NELSON CRUZ, M.A.

• Digital Media Expert •

EXPERIENCE

Motion Picture Association (MPA)

Sr. Digital Content Manager

June 2022 - Present

Digital Content Manager

August 2021 - June 2022

- Manage MPA social media platforms, including the MPA™ and The Credits™
- Manage MPA websites and other digital properties including email
- Produce videos, infographics, and other creative collateral for the MPA's online properties, advocacy programs, and research products
- Attend and help manage film shoots, recording sessions, interviews, and other content production opportunities
- Manage external vendor relationships
- Assist with brand management and implementation

Congressional Hispanic Caucus Institute (CHCI)

Social Media & Digital Content Manager

Jan 2020 - July 2021

- Developed, implemented, and managed the organization's social media strategy
- Kept abreast of the latest social media trends and technologies
- Conceptualized, created, and selected appropriate graphics/images for digital platforms and events
- Researched, wrote, edited, and published content for the organization's email marketing/website
- Managed external vendor relationships
- Tracked and documented analytics of digital platforms
- Assisted with brand management and implementation

Universal Service Administrative Company (USAC)

Communications Associate

Aug 2018 - Oct 2019

- Composed language for online audiences, including organization's website and online tools
- Developed content for PowerPoint presentations, outreach collateral, and webinars
- Managed program email inbox and responded to over 400+ monthly stakeholder questions/concerns
- Reviewed outgoing communications, maintained contact lists, project status updates, and checklists
- Served as lead in-house translator for Spanish documents and stakeholder inquiries

Palladian Partners

Communications Associate

Feb 2018 - May 2018

- Participated in research, writing, and strategy development for health communications projects
- Coordinated with designers, writers, digital strategists, and quality assurance staff to develop creative/digital assets
- Coordinated and tracked project activities, budgets, timelines, and quality reviews
- Supported social and traditional media outreach, including strategy, content development, and tracking

COMPETENCIES

PLATFORMS

SUBJECTS

Social Media Management

Hootsuite/Meltwater

Latino Leadership

Digital Strategy

Adobe Suite

Youth Development

Website Management

MailChimp

Minority Markets

Video Production

Google Analytics

Low Income Communities

Basic Graphic Design

Wordpress

International Development

Audio Engineering

Finalcut Pro X

Entertainment

Native Proficiency (English & Spanish)

Logic Pro/ProTools

A W A R D S

2020 DC Mayor's Arts Award for Excellence in the Creative Industries

E D U C A T I O N

American University, Washington, DC

Master of Arts in Strategic Communication; 3.7 GPA

Concentration: Digital Communications Strategy & Analytics

Ohio University, Athens, OH

Bachelor of Science in Communication; Cum Laude

Political Science Minor; Social Media Certificate

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