

FELIPE SILVA

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EXPERIENCE

Account Executive - Lamark Media | Austin, TX | July 2024 - Present

- Manage operations across 10+ active client accounts, ensuring on-time delivery of multi-channel marketing campaigns and driving 90%+ client retention.
- Collaborate cross-functionally with internal teams—including media strategy, creative, analytics, and project management—to ensure timely and on-budget execution of marketing initiatives.
- Lead recurring reporting calls and quarterly business reviews, analyzing campaign performance data, and delivering insights
- Spearheaded onboarding and strategic alignment for 3 new enterprise clients, streamlining workflows and accelerating campaign launch timelines by 2-3 weeks on average.
- Developed campaign briefs and scopes of work that helped secure \$300K+ in upsell opportunities through collaborative planning and proactive client engagement.

Video Production Manager - Crunch LLC. | New York, NY | Jun 2022 - August 2023

- Managed film studio operations, production schedules, and led post-production editing for both on-demand and live-streaming content.
- Project managed the development of the new streaming platform CRUNCH+ using agile methodologies between cross-functional teams.
- Collaborated with an external production team on nationally syndicated commercials for the "Crunch Mode" campaign with a production value of \$1M.
- Supervised a production team in person and virtually with creative check-ins to clarify booked talent, project scope, and budget.

Senior Video Editor - Crunch LLC. | New York, NY | Jan 2022 - Jun 2022

- Edited Crunch video projects, including sizzle reels, TV spots, organic social media, internal instructional videos, and online fitness classes that support day-to-day operations of 400+ franchises and corporate-owned Crunch locations.
- Established and maintained a centralized digital repository to facilitate the sharing of digital assets between internal teams.
- Created motion graphics, animated text, and light sweeps for video collateral which increased digital engagement by 12.5% over 6 months.
- Supported the creative team with graphic design and illustration needs.

Creative Video Producer - Marino PR | New York, NY | Apr 2021 - Jan 2022

- Structured and designed pitch decks and storyboards for creative projects which brought in over \$16,000 in new digital advertising campaigns.
- Developed digital content across 5 platforms for over 15 clients resulting in, on average, an 18% growth over a 4-month period.
- Standardized production timelines and run of shows for various video and photography projects.
- Led creative strategy meetings and maintained open lines of communication between internal and external stakeholders.
- Partnered with art directors on all creative needs, including visual design, motion graphics, and animation.

Digital Content Manager - Grip.d | Boca raton, FL | Jan 2020 - Mar 2021

- Brainstormed campaign strategy and designed political advertising content for government officials running for local office in southern Florida.
- Produced and designed print advertising efforts, including postcards, mailers, and brochures which garnered 13% increase in voter support during the local election cycle.
- Advanced the agency's versatility of video assets by implementing motion graphics using After Effects which resulted in \$7,000 in new client revenue.

EDUCATION + CERTIFICATIONS

UNIVERSITY OF FLORIDA

Bachelor of Science | Media Production, Management, and Technology

MIAMI AD SCHOOL

Creative Advertising Portfolio Certification

ADOBE CERTIFIED EXPERT

Adobe Suites Certified Professional, Google Analytics Certification

TECHNICAL SKILLS

Production: Vmix, Premiere Pro, Final Cut, After Effects

Advertising: Facebook, Instagram, Twitter, Google Ads, LinkedIn

Design: Adobe Creative Cloud, Photoshop, Illustrator, Microsoft PowerPoint, Canva

CRM: Hubspot, Salesforce