

JUAN-FELIPE SALAZAR

Creative & Social Director

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Senior creative and marketing leader with proven track record in brand strategy, creative direction, and performance marketing. Bringing a rare combination of bold creative thinking and hands-on execution to every campaign, consistently delivering growth across paid media, brand, and digital channels. Expertise in creative direction, social media strategy, and persuasive copywriting for impactful, multi-channel marketing solutions.

SKILLS

- Brand & Creative Strategy
- Social Media Marketing
- Creative Direction
- Graphic Design & Video Production
- Brand Management & Development
- Data Analytics & Performance Tracking
- Budget Management
- Team Management & Leadership
- Project Management
- Persuasive Copywriting

LANGUAGES

English, Spanish

EDUCATION

Bachelor of Arts (B.A.) in Communication Arts, Media & Design
Florida International University, Miami, FL, US

AWARDS

- ‘Brands That Matter’ 2024 by Fast Company
- VETTY Awards Gold — “Good Boys”
- MarCom Awards Gold 2025 — “Fur Baby”
- Hermes Creative Awards Gold 2026

EXPERIENCE

Creative & Brand Director
Spot Pet Insurance

Aug 2024 – Present
Miami, FL

- Led the creative vision and execution for multi-channel marketing campaigns, increasing policy enrollments by 300% YoY.
- Spearheaded a brand refresh that boosted consumer trust and brand equity.
- Developed high-converting social ads that lowered customer acquisition costs by 62% while increasing click-through rates by 150%.
- Won 5+ creative and brand strategy awards, including a video ad campaign that generated over 75M+ views and a 8.7X return on ad spend.
- Implemented data-driven creative testing strategies, optimizing landing pages and email campaigns to improve conversion rates by 35%.

Senior Manager, Brand & Creative
Spot Pet Insurance

Mar 2022 – Aug 2024
Miami, FL

- Developed and implemented a comprehensive creative strategy through paid media that impacted a 62% decrease in CPA and 89% increase in CTR
- Led creative team and projects across the organization, ensuring timely delivery including brainstorming sessions and sprint planning to drive project success and achieve business objectives
- Managed the development and launch of a new website rebrand, resulting in a 35% increase in conversion rate.
- Initiated a structured creative testing framework across paid channels, using A/B and multivariate tests to continuously optimize ad performance and inform future creative direction.

Digital Marketing Manager
Spot Pet Insurance

Oct 2021 – Mar 2022
Miami, FL

- Devised digital marketing campaigns for social media, search, and programmatic channels resulting in massive growth YOY
- Produced branding projects to generate dynamic marketing content and creative for promotional campaigns and SEO initiatives
- Coordinated \$2M partnership with Cameo Brand across several paid social campaigns with influencers/celebrity talent

Marketing Leader
Technopack Corp.

Oct 2020 – Oct 2021
Weston, FL

- Led and directed the marketing team of 5 to create, deliver, edit, and optimize marketing materials
- Developed new promotional campaigns and sales generating 144% increase in YoY revenue of conversions
- Oversaw and handled all marketing channels, objectives, and mediums including PPC, Direct Mail, Search, Emails, SEO, and others
- Managed all of TPK’s social media profiles, content, and presence, including Facebook, Twitter, LinkedIn, and additional channels.

Social Media Manager / Graphic Designer
El Dorado Furniture

Jan 2017 – Oct 2020
Miami, FL

- Managed social media accounts, including content creation, scheduling, and community management, leading to a 20% increase in overall engagement and interactions.
- Developed and implemented social media strategies to increase brand awareness and engagement, resulting in a 3X growth in followers and a 40% increase in website traffic.