

Carlos Alfredo Jr.

BILINGUAL SOCIAL MEDIA & CONTENT MARKETING MANAGER

LOS ANGELES, CA



Summary

Bilingual Social Media & Content Marketing Manager with 16+ years of experience in digital production, brand storytelling, and on-camera performance. Skilled in strategy, video production, and visual branding with proven audience growth. Equally strong behind the camera as in front of it.

Work Experience

Freelance Content Strategist & Videographer

Various Projects. 2015-Present

- Produced weddings, live music performances, and branded promotional content
- Created social campaigns, logos, graphics, and short-form video assets
- Developed visual branding and digital presence for bands
- Managed projects from concept to final delivery across platforms

Social Media Manager & Creative Director

Tacos Jalisco Mexican Restaurant. Vacaville, CA. 2024-Present

- Increased Instagram following from 300 to 3,000 in 12 months
- Developed and executed full content strategy focused on signature food storytelling
- Shot, directed, edited, and published all video content
- Designed logo, menus, digital ads, and brand assets for consistent visual identity
- Elevated brand presence with bilingual, culturally targeted content

Actor & Voice Over Artist (Bilingual)

Los Angeles, CA. 2016-Present

Collaborated with major national brands including Honda, Verizon, AT&T, Hulu, HBO, Netflix, Comedy Central, Disney+, Nickelodeon, and Total Wine.

Contact Details

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Education

**Bachelors in Animation
& Visual Effects 2010**

Ex'pression College for the
Digital Arts, Emeryville CA

Skills

- Content Production
 - Videography
 - Directing
 - Editing
 - Animation
- Graphic Design
 - Voice Over
- On-Camera Talent
 - Photography

Design & Software

Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Adobe Illustrator
Davinci
Pro Tools