

SILVANA MASSOLO

EXECUTIVE MANAGEMENT /
SOCIAL MEDIA / MARKETING



CONTACT INFORMATION

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CATEGORY EXPERIENCE

Automotive, Banking, CPG, Education, Fast Food, Government, Health Services, Insurance, Spirits, Telecom, Travel/Hospitality.

CAREER HISTORY

Partner, Director of Digital and Social Media / Executive Management Team

INSPIRE / MARCH 2015 - PRESENT

Kia Motors America, New Business, Sprint, Visionworks, Dallas Water Utilities

Relocated from Miami to Dallas in 2015 to join the Inspire team, and dove head first into the Sprint business. Since then, I have led the digital and social media discipline and have been responsible for cross-departmental communications to develop fully-integrated campaigns that are inclusive of digital and social media within the creative idea. During my time at Inspire, I've had the opportunity to help shape brands like Avocados from Mexico, Marriott, McDonald's, Oasis, and Visionworks; as well as help lead new business RFPs. I'm proud to have developed and sold the strategy for Visionworks' (and the category's) first Spanish-language effort in the social media space: Visionworks Latino on Facebook. This helped the brand get closer to U.S. Hispanics and acquire learnings, while increasing agency billings. Later on, I was asked to become a partner at the agency. As partner, I've had the opportunity to partake in stakeholders' meetings, seen the behind the scenes of the agency structure, contributed to decisions about the agency's direction, as well as strengthen my leadership skills. In the summer of 2017, I led the Kia Latino social media new business pitch. Inspire was awarded the business in October 2017. I now lead the Kia account, where I lead the development and structure of the team and SOW, social strategies, POVs, shoots inclusive of social media, TV, radio, OOH and digital. I increased our Kia Agency Retainer by 64% in almost two years. Under my leadership, the social media mobile-first creative born at Inspire has placed Kia Latino as the engagement rate leader within the category per RivalIQ, and its creative has been used by Twitter as a best-in-class example at the Culture Marketing Council conference in June 2019. Reports into the President.

Associate Interactive Director

ALMA DDB / APRIL 2013 - MARCH 2015

State Farm Insurance, McDonald's, Tobacco Free Florida, Rosetta Stone, Buchanan's, University of Phoenix, The Palm Beaches

Joined Alma in 2013 with the goal of increasing the digital and social media billings and knowledge across departments. I served as the social media internal resource and spent my time mentoring, providing POVs, developing social media strategies, direction in digital and social media production timing and costs to help us stay competitive, working closely with creatives, and the VP of Planning. Some of my fondest memories are tied to World Cup 2014, where my accounts participated in the event, strategies were developed, aggressive goals were met, and we launched State Farm Latino on Twitter. State Farm Latino's Twitter account grew its followers by about 40K during the World Cup and placed as the engagement rate leader within the category. Another favorite was The Facts Now TFF Campaign where we spent months conducting research and launching a digital campaign that spoke to the youth about the harms of tobacco. The website was built on Tumblr, where our audience waited for us with open-arms. Analyzing and transferring websites to open source environments, decreasing bounce rates, and increasing time spent on site, increasing agency retainers by a minimum of 30%, growing the digital team by 40%, were just a few of my many accomplishments. Reported into the VP of Digital and the VP of Accounts Services.

PROFESSIONAL PROFILE

Track record building client relationships, identifying opportunities for brands and organically growing the agency business. Resourceful, open-minded, reliable, driven, entrepreneurial, and strategic bicultural/bilingual marketer with 15 years of experience leading, developing and executing integrated campaigns. Directly manage a team of 6. Indirectly manage a team of 10. Part of the Executive Management Team.

BRAND EXPERIENCE

Kia, Lexus Infiniti, PNC Bank, BBVA Compass, Jarden, Oster, Avocados from Mexico, Oasis (Flora), Rosetta Stone, University of Phoenix, Professional Training Centers, McDonald's, Tobacco Free Florida, Dallas Water Utilities, Visionworks, New York Life, State Farm, Rite Aid, Buchanan's, Sprint, The Palm Beaches, Copa Airlines, Marriott, Norwegian Cruise Line, Discovery Channel, Sony Entertainment

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Account Director

NOBOX / JAN 2011 - APRIL 2013

Copa Airlines, Lexus, Discovery Channel, Sony Entertainment

Managed the account team and the agency PNL. Met and surpassed aggressive monthly project goals of \$300K-\$400K. Developed and launched the most successful Copa Airlines social media campaign to date, Passport America, which went to win gamification awards. Facebook likes increased by 133,000, visits to CopaAir.com doubled MOM, received 50x the ROI, and positioned Copa Airlines as the 3rd most influential airline per Klout. Another project that significantly increased billings was the development of the first ever Lexus configurators, which not only helped consumers build the car of their dreams, but also personalized their experience. Over 8 configurators were developed under my leadership. During my time at Nobox, I was promoted from Account Manager to Account Director within the first year. Reported into the President.

Account Supervisor

MARCA MIAMI / JAN 2006 - DEC 2010

PNC Bank, Jarden, Oster, New York Life, Infiniti, Norwegian Cruise Line

Five years at MARCA were filled with opportunities. During this time, I supervised interns and account executives, successfully managed account needs, from status documents to the development of creative briefs. Supervised the production of TV, radio, print, OOH, digital, direct mail, and events, managed a global brand (Moen), and assisted in the expansion needs of the PNC Bank footprint upon their acquisition of National City bank. Though there were many accomplishments, one I will never forget, was stepping in as Moen's spokesperson on Univision's Despierta América. My love for digital and social media was born at MARCA, where I had the opportunity to work on multiple digital projects. I was promoted from Assistant Account Executive to Account Executive, Senior Account Executive, and Account Supervisor. Reported to the Management Supervisor.

Public Relations Director

PROFESSIONAL TRAINING CENTER / JAN 2005 - JAN 2006

Charged with establishing and managing affiliation agreements with hospitals and diagnostic centers. Planned and executed the department's budget, as well as the school's internal and external events, i.e. fundraising, graduation ceremony. Promoted from Public Relations Assistant to Public Relations Director within a year. Reported into the co-owner.

AWARDS & ACHIEVEMENTS

Gold, Silver, and Best of Show Addys, Facebook Studio, Shorty Award, IAC Award, W3 Gold and Silver Awards, Davey Silver Award, El Chupete International Social Media Award, SME Digital, eMarketer Interview, eMarketer Article

SKILLS

SOW Development, Content Shoots, Leadership, Strategy, Media, Mentorship, Communication Skills, Budgeting, Self-motivated, Research, Analytics, Website Development, Creative Briefs, Email Marketing, Lead Generation, Social Media, Hispanic Market, SEO, Gamification, New Business, RFPs, Management, Consulting, U.S. Hispanic Market, LatAm, General Market

EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY

Graduated in 2004

Bachelor of Science in Advertising

Minor in Marketing

Phi Sigma Sigma

BROWARD COLLEGE

Graduated in 2001

AA in Mass Communications

RECOMMENDATIONS MAY BE FOUND ON LINKEDIN: @SILVANAMASSOLO