

# MIGUEL ALVAREZ

## INTEGRATED STORYTELLING & CONTENT MANAGER

### CONTACT

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### WEBSITES, PORTFOLIOS, PROFILES

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### EDUCATION

January 2021

**Master of Science Digital Media**  
**Bellarmine University**

Completed in 2021

January 2017

**Bachelor of Business Administration**  
**University of Toledo**  
Completed in 2017

### LANGUAGES

Fluent in English & Spanish

### ACHIEVEMENTS

- June 2024 | HACR Young Hispanic Corporate Achievers
- May 2022 | McKinsey & Company Hispanic Management Accelerator

### SKILLS

- Project Management
- UX/UI Design
- Innovative Solutions
- Digital Media / Marketing

Dynamic content creator with extensive experience in strategy and management, adept at leveraging both creative and analytical skills to craft compelling narratives that resonate with target audiences while aligning with brand objectives and vision. Proven ability to foster collaboration within teams, driving projects to successful completion and achieving measurable results through effective communication and leadership. Committed to delivering high-quality content that engages and enhances brand visibility and impact. Passionate about storytelling that captivates and inspires, ensuring alignment with overarching business goals

### WORK HISTORY

August 2024 - Current

**Integrated Storytelling & Content Manager** *Papa Johns International*, Atlanta, GA

- Established best practices for integrated communications by staying up-to-date on industry trends and incorporating new ideas into the organization's strategy.
- Led editorial team in brainstorming sessions that resulted in innovative campaign ideas across multiple internal and external channels.
- Developed and managed content calendar to meet deadlines and engagement goals.
- Created engaging multimedia content, such as videos and infographics, to support key messages and increase employee understanding for company initiatives and product launches.
- Collaborated with Creative, PR, and Comms agencies to deliver on-brand content in alignment with brand vision.
- Consistently met tight deadlines while managing multiple projects simultaneously, prioritizing tasks effectively, and distributing tasks to the team.
- Streamlined content creation process, allowing for timely publication of high-quality material.
- Collaborated with cross-functional teams to ensure alignment in internal and external communications strategies and tactics.
- Developed a process for large scale presentation and meetings such as town halls and board of director data insights for thousands of viewers.
- Monitored website analytics and metrics to track content performance and identify areas of improvement.
- Managed content distribution to online channels and social media platforms. Ensuring that the content is tailored to the audience of those channels.
- Presented quarterly reports on key performance metrics to senior management, providing insights into areas requiring attention.
- Managed a large budget and assets for the creation of integrated communications.

- Communication Skills
- Photography / Videography
- Adobe Suite
- Content Development
- Project Leadership

May 2020 - August 2024

**Digital Content Designer *Papa Johns International***

- Conceptualized, directed, and edited multimedia projects used both internally and externally to promote the brand, resulting in an increase in brand visibility and engagement. Projects included top talent such as Shaquille O'Neal.
- Designed engaging and interactive learning experiences that re-imagine how restaurant processes were presented and how team members interacted with them. This led to an improvement in staff comprehension and operational efficiency.
- Managed a diverse group of projects and cross-functional teams dedicated to enhancing the brand experience both domestically and internationally. These initiatives led to an increase in user satisfaction and project expansion into international markets.
- Efficiently allocated resources and managed a budget for equipment, studio operations, and concept design creation, resulting in a reduction in production costs while maintaining high-quality output.
- Pioneered the use of cutting-edge tools, including 3D render environments, artificial intelligence, and cloud-based design programs, to accelerate project completion and enhance overall workflow efficiency.

February 2020 - May 2020

**Photographer / Videographer *Flavorman***

- Led the set-up and creation of product photography for various beverage brands in a professional studio setting, resulting in visually captivating and consistent brand imagery.
- Effectively shot, edited, and posted engaging video content across multiple social media accounts, contributing to an increase in social media engagement.

January 2019 - January 2020

**Inside Sales Account Manager *Steel Technologies***

- Forecasted production and shipments; coordinated shipping strategically to reduce logistical costs.

February 2018 - May 2018

**Assistant Project / Account Manager *DMH Advertising***

- Assisted with the management of multiple accounts; developing a brand strategy, forecasting schedules, establishing tasks and milestones, proofing the final product and making sure projects are completed on time.