



HÉCTOR NEGRÓN

CONTENT CREATOR & BRANDING SPECIALIST

CONTACT

Orlando, FL

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LANGUAGE

ENGLISH ● ● ● ● ●

SPANISH ● ● ● ● ●

SKILLS

Adobe Photoshop	Keynote
Web Developer	Adobe InDesign
Adobe Illustrator	Wordpress
Adobe Premiere	Wix

ACHIEVEMENTS

Bronze Telly Award Winner

Graduate, Salutatorian at Full Sail University

US ARMY Achievement Medal (4)

PROJECTS

On The Same Page Documentary

Embrace Your City Web-Series

Buena Vibra Group Blogger



ABOUT ME

I'm a passionate storyteller, looking for content, stories, and ideas everywhere. Videographer, photographer, editor, and columnist. Fueled by sports, driven by love, music, and art. Graduated from Full Sail University with a bachelor's degree in Sports Marketing & Media and an MFA in Film Production. From Bayamón, Puerto Rico, living in Orlando, Florida.



EDUCATION



FULL SAIL UNIVERSITY

2020

Film Production, Masters of Fine Arts



FULL SAIL UNIVERSITY

2016

Bachelors of Science, Sports Marketing & Media



EXPERIENCE



MARKETING DIRECTOR UNICORP- ORLANDO, FL

MAY 2020- PRESENT

- Email Communication
- Design of all print and digital collateral, including flyers, aerials, signage, and display assets for trade shows.
- Social Media
- Content Creation
- Film, Drone & Editing
- Podcast



SENIOR CREATIVE DIRECTOR EPICENTO- ORLANDO, FL

JAN 2019 - MAY 2020

- Develop Branding for Finca Restaurant at Lake Nona, Alluriam, Deppen Paddles, Kandor Dental & Content Huddle.
- Develop Social Media Campaigns that reached over 798869
- Develop, film and edit web-series , Embrace Your City
- Graphic design and content creation.
- Manage over 8 clients, social media platforms.
- Web design
- Google AdWords & Google Analytics.



FOUNDER THE SPIKENET-ORLANDO, FL

ABR 2015 -PRESENT

- Develop branding, website & clothing.
- Video filming & editing.
- Over 1.7 million views on social media.
- Over 8,000 followers on social media.
- Cover around 100 volleyball events, including indoor, beach , paralympics, around all over the world.
- Multiple partnerships with the biggest volleyball region in US & the International Volleyball Hall of Fame.



DIGITAL MARKETING & CONTENT MANAGER SIGNATURE HOMES, BIRMINGHAM, AL

MAR 2018- OCT 2018

- Creating, sharing and measuring content for more than 15 social media platforms.
- Lead generation that delivers sales to one of the top 100 home builders across the United States.
- Film and video editing.
- Increase website traffic with Google AdWords & Facebook Campaigns.



SUPPLY SERGEANT US ARMY, US

DEC 2002- FEB 2015

- Supervising, inventory, control and ordering unit supplies.
- Schedule, assigned and manage projects for a team of 500+ Soldiers.
- Develop department Inspection and inventory plan.