

Justin Suarez



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SUMMARY

Creative problem solver and passionate storyteller with over 15 years of experience in digital content and communication strategy. My career has been dedicated to harnessing creative thinking and data to execute successful digital marketing strategies and develop compelling content that connects people to brands. Extensive expertise in digital video production, editing, post-production, screenwriting, creative content strategy, social media strategy, paid/organic social strategy and management, integrated omnichannel digital marketing strategy, and customer relationship management. Proven track record of leading diverse teams, improving creative workflows, and fostering a positive culture in fast-paced environments and industries.

Bilingual (English and Spanish).

EXPERTISE

Core Competencies: Original Content Development | Paid Social | Producing | Directing | Editing | Brand Strategy | Screenwriting | Marketing & Communications | Social Media Strategy | Talent Management | Ideation & Creative Strategy | Team Leadership | Training |

Technical: FCPX | Adobe Creative Cloud | Sprout Social | Sprinklr | Asana | Microsoft Office | Google Suite | Keynote | Canva

Domains: Music Videos | Documentaries | Docuseries' | Short Form/Long Form Content | Films | Commercials & Advertisements

PROFESSIONAL EXPERIENCE

Senior Digital Content Strategist

Penn Medicine / Remote / 2022 – Present

- Led the development and execution of paid social strategies across platforms, including Facebook, Instagram, LinkedIn, and TikTok.
- Oversaw a team of paid social media specialists, driving their performance to achieve KPIs and campaign objectives.
- Collaborated with cross-functional teams to align paid social strategies with broader marketing and business goals.
- Managed a portfolio of high-budget campaigns, optimizing ad spend to maximize ROI and conversion rates.
- Developed and implemented A/B testing strategies to refine targeting, creative, and bidding techniques.
- Built content playbook and best practices for the physician marketing department based on analytics and insights, which accounted for a 38% increase in engagement.
- Conduct content audits both internally and externally with vendors.
- Analyzed campaign performance data to identify trends and opportunities, driving continuous improvement.
- Spearheaded the integration of new tools and technologies to enhance campaign tracking and optimization.
- Streamline workflows within the paid social media team, improving efficiency and reducing lead times for campaign launches.
- Managed and mentored a team of paid social media specialists, fostering a collaborative environment that encouraged professional growth and skill development.
- Designed and implemented training programs and weekly check-ins to enhance team expertise in campaign strategies, platform-specific tactics, and data analysis.
- Conducted regular performance evaluations, providing constructive feedback and setting clear objectives to drive individual and team success.
- Established KPIs and benchmarks to monitor team productivity and effectiveness in campaign execution.
- Worked closely with senior leadership to align talent development initiatives with broader organizational goals.
- Developed and executed content support and digital distribution strategies across various clinical areas to enhance visibility and engagement.

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Head of Digital Content & Social Media

Professional Edge Fishing / Elmer, NJ / 2019 – Present

- Provided direction to the production, editing, and management of top-level productions with A-list talent
- Oversaw 4 direct reports—provided analytical coaching and mentorship to drive maximized performance and productivity
- Generated 800M+ annual impressions across 5 social media accounts—equating to a \$10M evaluation
- Edited all digital content for social media platforms (YouTube, Instagram, TikTok, Twitter, Facebook) with a 26% conversion to reach
- Partnered with CEO and Director of Sponsorship on story planning, pitch process, and sponsorship activation plans
- Led production and postproduction for hit show, My World with Mike Iaconelli (aired on CBS)—driving \$320K in revenue (6 episodes)
- Spearheaded content production for 26 client including Toyota, Yamaha, Bass Cat, Lowrance, Rapala, Aftco, and Hobie Kayaks
- Oversaw social media copy, calendars, schedules, creative production, and ideation for internal brands
- Managed and produce original content for 10+ in house social media pages
- Wrote, produced, directed, and edited a docuseries with 18 episodes —Never Give Up (Mike Iaconelli)
- Brainstormed with all departments to ensure creation the best-in-class content for our audience and partners

Writer / Producer / Director / Editor

Freelancer / Newark, NJ / 2010 – Present

- Scripted, produced, directed, and edited content with A-List talent on productions involving sports, extreme sports, music, public health promotion, education, and community outreach for sponsors across various industries
- Developed storyboards and innovative scripts for 3 short films, 5 documentaries, and 2 docuseries
- Launched a YouTube channel which gained 375K followers across social media platforms, and 2.5M+ video views within first year
- Planned shoots, scheduled talent, managed set-up for filming and postproduction management
- Notable sponsors: Bass Pro Shops, Accurate Reels, Grundens, Mustad, Yamaha, Hoo-Rag, Toyota, Estee Lauder, Nordstrom, Lutheran Medical
- Developed detailed marketing messages to reach intended target audience through tailored digital content based on analytics
- Awarded with Honorable Mention at the Austin Film Festival for feature length screenplay, Lake Nukpana

Assistant Director / Producer / Assistant Editor

MAPI TV / New York, NY / 2005 – 2010

- Shot footage and edited content for 96+ episodes, produced red carper segments (Hollywood New York)
- Directed the production team, responsible for creating the #1 Talk Show, Las Comadres con Gloria B, on Telemundo
- Collaborated with specialists, producers, and designers to produce original video content for several projects
- Produced 3 music videos for emerging artists and bands within the Latin Music genre
- Served as second editor of a documentary which showcased at the Miami Film Festival
- Assisted in subtitles and translations from Spanish to English

EDUCATION & TRAINING

Southern New Hampshire University, Hooksett, NH

Master of Business Administration: Expected Graduation Date: 11/2024

Fordham University, New York, NY

Master of Science: Strategic Marketing Communications

Southern New Hampshire University, Hooksett, NH

Bachelor of Arts: Creative Writing | Summa Cum Laude

Video Symphony, Burbank, CA

Post-Production Professional Program