



## EXPERTISE

Public Relations  
Social Media Ad Campaigns  
Team Director  
Six Sigma  
Digital Creative  
Operational Synergy  
Speech & Communication  
Content Creation  
Sponsor Procurement  
Advanced Production

## LET'S CHAT

(770) 608-9393  
hello@tsaltabaptiste.com  
tsaltabaptiste.com  
Instagram: @kingtsalta

## INTERESTS

Foreign Languages  
Marvel Movies  
Screenplays  
YouTube  
Emirates Airlines  
Freestyle Battles  
Minimalism  
Farmers Markets

# TSALTA BAPTISTE

Digital + Social Architect | Los Angeles, CA

## HERE'S MY STORY

I'm well versed in creating click-worthy and viral content, penning award-winning international performances and I've mastered the ability to work well under pressure.

## WORK EXPERIENCE

### Music World Entertainment - Houston, TX

MARKETING MANAGER | APRIL 2010 - JUNE 2013

- Responsible for Beyonce merch campaign at '12 Essence Festival and BET awards. gross profit totaled \$101,000.
- Managed Youtube growth and audience engagement for gospel artists such as Trin-I-Tee 5:7, Leandria Johnson, Brian Courtney Wilson, and Juanita Bynum for 25 million + collective views.
- Produced entertainment and lifestyle news reports, music videos and commercials for social media channels.

### Medley Inc - Houston, TX

PUBLICITY & SOCIAL MEDIA TEAM LEAD | JUNE 2013 - PRESENT

- Increased approval ratings of clients by 30% in the polls through speech and media strategies of on-air personalities for MLB, KHOU and CNN.
- Spearheaded media kit development for David Ortiz Children's Fund and MLB Diversity Summit.
- Secured 60% of small business and minority media contracts in Houston.

### SES China TV - Shanghai, CN

DIGITAL MEDIA CONTENT PRODUCER | OCTOBER 2015 - PRESENT

- Content received press following of 60+ plus publications in 12 different - countries (The NY Times, Rolling Stone Italy, Q Daily China).
- Directed a creative team to produce click-worthy and viral content.
- Managed multiple projects simultaneously under deadlines.

## EDUCATIONAL INFO

### TEXAS SOUTHERN UNIVERSITY

ENTERTAINMENT MANAGEMENT, BA WITH HONORS

- Founder of TSU Sustainability and Blodgett Garden and assembled partnerships with Home Depot, Waste Management and Radio One.
- Featured on Showtime's 'Years of Living Dangerously,' SIE7: 'Revolt, Rebuild, Renew.'
- External VP of Speech and Forensics Team.
- Winner of '13 IFC Speech and Forensics Tournament in Antwerp, Belgium.

### CONCORDIA UNIVERSITY IRVINE

INTERNATIONAL DEVELOPMENT, MA

- International fieldwork.
- Produced social media commercials for Zhejiang Yuexiu University.