



## EXPERTISE

Public Relations  
 Social media Ad Campaigns  
 Marketing & Business Strategy  
 Team Leading  
 Entertainment Industry  
 Digital Creative  
 International Market  
 Speech & Communication  
 Content Creation  
 Advanced Visual/Audio Production  
 Post Production  
 Proficient in Microsoft Office

## LET'S CHAT

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

## INTERESTS

Foreign Languages  
 Spike Lee Films  
 Vegan Soulfood  
 Comic Books  
 Minimalism  
 International Films

## PRESS FOLLOWING

New York Times  
 Rolling Stone  
 Guide In China  
 Vice  
 The Guardian

# TSALTA BAPTISTE

Digital + Social Architect | Los Angeles, CA  
 tsaltabaptiste.com

## HERE'S MY STORY

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

## WORK EXPERIENCE

**Zhejiang Yuexiu University - Shaoxing, CN | SES China TV - Shanghai, CN**

PROFESSOR | DIGITAL MEDIA CONTENT PRODUCER | OCTOBER 2015 - AUGUST 2017

- 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.
- Created culture bridging film projects for over 1,000 college students.

**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.

**Music World Entertainment - Houston, TX**

MARKETING MANAGER | APRIL 2010 - JUNE 2013

- Responsible for Beyoncé 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.

## 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,' S1E7: '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 research and fieldwork.
- Produced social media commercials for Zhejiang Yuexiu University.