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PROFESSIONAL PROFILE

Content & Social Media Manager with 10+ years driving digital strategy from concept to execution: audiovisual production, community management, event marketing, and brand partnerships. Track record of 50%+ audience growth and full-cycle coordination of teams and vendors for multi-platform campaigns (TikTok, Instagram, Facebook, X, YouTube).

CORE COMPETENCIES

STRATEGY & CONTENT

Content strategy, content calendar, content pillars, brand storytelling, copywriting, content marketing, growth marketing.

PLATFORMS & TOOLS

TikTok, Instagram, Facebook, X, YouTube, Meta Business Suite, Meta Ads Manager, TikTok Ads Manager, Google Analytics (GA4), Google Ads, Hootsuite / Sprout Social / Later, CapCut, Adobe Creative Cloud, Salesforce CRM, Keynote, Microsoft Office.

MANAGEMENT & RESULTS

KPIs, engagement rate, reach, audience growth, ROI, budget management, vendor management, event production, strategic partnerships, cross-functional team leadership, project coordination.

LANGUAGES

Spanish (native), English (advanced), Portuguese (CELPE-BRAS certified), French (basic).

PROFESSIONAL EXPERIENCE

UNIVERSIDAD IBEROAMERICANA, MEXICO CITY / 2024-2026 **CONTENT MARKETING MANAGER**

- Increased engagement by 15% across TikTok, Instagram, and Facebook for the Vida Ibero platform by developing an editorial content strategy and audience-driven content calendar.
- Produced 150+ audiovisual assets for promotional campaigns, coordinating 8 vendors, production companies, and freelance talent.
- Secured 7 strategic brand partnerships (Mexico's Ministry of Culture, Cineteca Nacional, CapCut Mexico, Topo Chico, Sharpie, Sport City, Esteban Said), expanding institutional reach.
- Created, produced, and launched the first edition of Ibero Rewards, an annual rewards program that strengthened university community engagement.
- Managed a pipeline of 50 leads per semester through Salesforce CRM, increasing prospect-to-enrollment conversion.

CASA DEL LAGO UNAM / 2018-2024

SOCIAL MEDIA MANAGER

- Grew combined digital audience by 50% across Facebook, X, Instagram, and YouTube through a content strategy sustained over 6 years.
- Improved campaign reach by 30% through metrics analysis and continuous content optimization.
- Managed coverage of all annual events, sustaining consistent community visibility.
- Developed 9 film curations as editorial content for Casa del Lago UNAM [Digital], strengthening cultural identity and programming.

PROFESSIONAL EXPERIENCE

MORELIA INTERNATIONAL FILM FESTIVAL (FICM) / 2016-2018

SOCIAL MEDIA MANAGER

- Increased combined reach by 80%, simultaneously managing 5 platforms (Facebook, X, Instagram, Google+, YouTube).
- Protected festival brand reputation through active media monitoring and public sentiment management, reducing crisis incidents and response times.
- Led a team of 2 for on-site coverage and operational planning and execution of the festival.

MUSEO UNIVERSITARIO DEL CHOPO, UNAM / 2017-2018 / FREELANCE

SOCIAL MEDIA MANAGER

- Increased promotional campaign performance by 15% through data analysis and continuous strategy adjustment across Facebook, X, and Instagram.
- Grew audience by 40% with in-house produced audiovisual content.

ADDITIONAL PROFESSIONAL EXPERIENCE

EDITORIAL ASSISTANT / FICM (2015)

- Wrote SEO-optimized newsletters and press releases (WordPress), managed database and newsletter distribution to 10,000+ contacts.

ASSISTANT SOCIAL MEDIA MANAGER / FICM (2014)

- Restructured the YouTube channel, growing subscribers by 25,000+.

DIRECTOR'S ASSISTANT / CINEMA 23 - PREMIOS FÉNIX (2012-2014)

- Supported event operations, Ibero-American film research, and multi-format content production (video, web, social).

COPYWRITER ASSISTANT / NATIVO DIGITAL (2012)

- Copywriting for 5 brand accounts (Dunhill, Mom to Mom, CEC, Birot, Nos vemos papá).

SOCIAL SERVICE / FICUNAM (2011-2012)

- Supported press and communications for the international festival.

EDUCATION

UNAM / 2008-2013

BACHELOR'S DEGREE IN COMMUNICATION SCIENCES (MEXICAN PROFESSIONAL LICENSE 9886747)

UNIVERSIDAD IBEROAMERICANA, MEXICO CITY / 2025-2026

DIPLOMA IN PSYCHOLOGY AND ORGANIZATIONAL LEADERSHIP

CENTRO DE ARTE, DISEÑO Y MÚSICA / 2012-2013

DIPLOMA IN GRAPHIC DESIGN AND MULTIMEDIA STRATEGY

CULTURA UNAM / 2019

GOOGLE ADS CERTIFICATION

GOOGLE SKILLSHOP / 2019

"FUNDAMENTALS OF DIGITAL MARKETING" CERTIFICATION