

Cruz Salinas Jr.

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SUMMARY

Creative video leader with 8+ years of experience producing high-impact visual storytelling that drives brand engagement and business growth. Expert in end-to-end video production, including concept development, live and virtual shoots, post-production, and motion graphics. Adept at collaborating with cross-functional teams to deliver compelling thought leadership campaigns, customer case studies, and product explainers. Passionate about pushing creative boundaries while maintaining efficiency in fast paced environments.

EXPERIENCE

1Finity, Video Content Marketing Manager

Jul 2025 - Present

- Spearheaded the rebranding of Fujitsu Network Communications into 1Finity, developing new video branding guidelines and a comprehensive video marketing strategy including SEO vs SEA, improving audience retention by 40%.
- Led end-to-end productions for live and virtual events, overseeing scripting, directing crews up to 8 people, and post-production, ensuring brand consistency and technical excellence, reducing project turnaround times by 40%.
- Collaborated with marketing and leadership teams to align creative B2B content marketing strategy and strategic goals, driving a 20% increase in digital engagement and strengthening brand positioning.

Fujitsu Network Communications, Video Content Marketing Manager

Apr 2022 - Jul 2025

- Transformed Fujitsu's video marketing strategy by developing engaging product explainers, customer case studies, and executive messaging videos, improving audience retention by 30%.
- Led end-to-end production for live and virtual events, overseeing scripting, directing crews up to 8 people, and post-production, ensuring brand consistency and technical excellence, reducing project turnaround times by 40%.
- Collaborated with marketing and leadership teams to align creative execution with strategic goals, driving a 20% increase in digital engagement and strengthening brand positioning in B2B markets.

Makers Gym, Creative Operations Manager

Nov 2020 - Apr 2022

- Established and managed a high-functioning creative studio, equipping teams with professional-grade video, photography, and sound production capabilities, enhancing production quality.
- Developed standardized workflows for video production, reducing content delivery timelines by 50% while maintaining high-quality standards, improving efficiency.
- Directed multi-platform content, including live events, branded social media campaigns, and promotional video assets, boosting audience engagement by 50%.

Chewy Inc., Videographer

May 2017 - Dec 2019

- Produced dynamic e-commerce and brand marketing videos, optimizing visual storytelling to enhance customer experience and increase conversion rates by 20%.
- Implemented streamlined content production workflows, reducing turnaround times by 40% and improving efficiency.
- Directed in-house and on-location shoots, ensuring seamless coordination between creative teams, talent, and post-production, resulting in high-quality video content.

*Salinas Media Solutions, **Freelance Videographer & Editor***

Aug 2016 - Present

- Partnered with major clients, including Jack Black and KERA, to craft compelling video content that aligned with their brand identities and storytelling objectives.
- Managed full-cycle production, from creative ideation and scripting to final delivery, ensuring high-quality, engaging visual narratives, reducing project turnaround times by 20%.
- Built lasting client relationships by consistently delivering innovative, results-driven content tailored to their marketing needs, boosting digital engagement by 30%.

EDUCATION

University of Texas at Arlington

2020 - 2021

Master Business Administration

University of Texas at Arlington

2011 - 2016

Bachelor Fine Arts Film/Video

SKILLS

Video Production & Creative Direction • Strategic Storytelling • Project Management • Cross-Functional Collaboration •
Adobe Creative Suite • Marketing Strategy • Creative Strategy