

MICHELLE CONTRERAS

CREATIVE MARKETING & CONTENT PRODUCER

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 michicontreras@outlook.com

ABOUT ME Creative producer and marketer with over a decade of experience in photography, video production, and digital storytelling, including 5+ years leading creator campaigns, producing visual content, and bringing large-scale brand activations to life. Passionate about storytelling through photography, video, and social media.

EDUCATION

University of Central Florida	Miami Dade College
BFA in Film Production, Minor in Mass Communications	Associates Degree in Theatre Arts
2018 - 2021	2016 - 2018

EXPERTISE

Adobe Creative Suite
Creator Management
Event Programming
Multimedia Design
Digital Marketing
CreatorIQ

EXPERIENCE

Senior Creator Specialist Feb 2023 - Apr 2026
T-Mobile (HQ)

Helped build and scale T-Mobile's creator program, driving YoY growth across brand and creator channels. Managed end-to-end creator campaigns, partnerships, performance reporting, and on-site activations for major cultural moments. Collaborated cross-functionally to develop social-first strategies and execute impactful content across digital platforms.

Senior Marketing Coordinator Sep 2022 - Dec 2022
Victoria's Secret PINK

Researched global digital and social trends to inform campaign strategy and content development. Managed @VSPINK's community, engaging audiences and supporting content ideation and production across social channels.

Marketing Coordinator May 2021 - Sep 2022
Victoria's Secret

Developed social listening reports to inform content strategy and product launches. Managed social publishing, campaign reporting, and post-campaign analyses.

NOTABLE WORK

FIFA Club World Cup
Formula 1 Las Vegas Grand Prix
Austin City Limits
Lollapalooza
Stagecoach
PGA
Premio Lo Nuestro
Festival de Campeones

CERTIFICATIONS

Adobe Certified Associate in
Digital Video (Issued 2017)

LANGUAGES

English

Native/Bilingual Proficiency

Spanish

Native/Bilingual Proficiency

Portuguese

Professional Working Proficiency