

Justin Leal

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PROFESSIONAL SUMMARY

Experienced and versatile professional with a robust background in digital media, customer service, creative direction, and social media management. Proven track record of leading teams, creating compelling content, and driving brand awareness across various industries. Demonstrated expertise in video production, graphic design, web development, SEO optimization, and social media analytics. Adept at resolving escalated issues, conducting performance reviews, and implementing innovative marketing strategies. Strong leadership skills with the ability to foster positive work environments and mentor team members. Committed to delivering high-quality results and enhancing user experiences through creative and strategic initiatives.

Key Highlights:

- **Customer Service Supervisor at Whole Foods Market:** Led a team of 30+ employees, managed product orders, schedules, and customer relations, ensuring operational efficiency and high customer satisfaction.
- **Assistant Coach for Kids Jiu-Jitsu and Kickboxing:** Supported the Head Coach in training young athletes, developing tailored programs, and fostering a positive and inclusive atmosphere.
- **Digital Media Specialist & Designer at Leal Legacy Digital Media and Design:** Specialized in content creation for personal and client brands, demonstrating proficiency in video production, graphic design, web design, and podcast production.
- **Video Director for BalconyTV Nashville:** Managed all aspects of video production, from directing and camera operation to lighting and editing, ensuring high-quality content.
- **Remote Video Production Specialist for Billboard.com:** Provided comprehensive video production services remotely, collaborating with teams to produce engaging content and meet project deadlines.
- **Social Media Associate for Lyft:** Acted as the brand's voice on social media, tracked analytics, resolved escalated issues, and managed team tasks, enhancing brand presence and user engagement.
- **Creative Director for Thirty Six Black Art Collective Tattoo Shop:** Led creative marketing efforts, produced media content, built the shop's website, and managed the web store and social media channels.

SKILLS

- Strong Leadership experience
- Critical thinking and creative problem-solving
- Diligent time management
- Exceptional multitasking capabilities
- Quick learning and easily adaptable to change
- Camera Operation
- Copywriting
- Video and Photo Editing
- Graphic Design
- Social Media Marketing and Management
- Web Design
- Analytics skills

EXPERIENCE

Leal Legacy Digital Media and Design, Nashville, TN

Digital Media Specialist & Designer

September 2014 - Present

- Specialized in digital content creation for personal brand, including lifestyle and clothing brand, Legacy Club Clothing.
- Provided a wide range of digital media services to clients on a freelance and contract basis, ensuring high-quality deliverables and client satisfaction.
- Demonstrated expertise in video production, from concept development to final editing, producing engaging and professional content.
- Designed visually compelling graphics and websites, enhancing brand presence and user experience.
- Produced and edited podcasts, managing all aspects from recording to distribution, increasing audience engagement.
- Implemented SEO strategies to optimize online content, improving search engine rankings and driving organic traffic.
- Analyzed social media performance using analytics tools, developing data-driven strategies to enhance engagement and reach.

Nashville MMA Training Camp, Nashville TN

Assistant Coach | Kids Jiu-Jitsu and Kickboxing

December 2023 - Present

- Assisted the Head Coach in overseeing and leading classes, providing expert instruction and support to young athletes in Jiu-Jitsu and Kickboxing.
- Helped develop training programs tailored to various skill levels, ensuring a safe and engaging learning environment for all participants.
- Demonstrated techniques, corrected form, and provided individualized feedback to enhance students' skills and confidence.
- Fostered a positive and inclusive atmosphere, promoting discipline, respect, and teamwork among participants.
- Monitored students' progress and provided encouragement and motivation to help them achieve their personal and athletic goals.
- Coordinated with parents and guardians to discuss students' development and address any concerns or special needs.

SOFTWARE

- **Video Editing:** Final Cut Pro, Avid Media Composer, Adobe Premiere, Apple iMovie.
- **Photo Editing:** Adobe Photoshop and Lightroom.
- **Graphic Design:** Adobe Photoshop, Adobe Illustrator.
- **Social Media:** Khorors, Sprinkler, Hootsuite, Meta Business Suite, Zendesk.

Whole Foods Market, Nashville, TN

Customer Service Supervisor

September 2009 - February 2016

- Led and managed a dynamic team of over 30 employees, ensuring exceptional customer service and operational efficiency.
- Coordinated and placed product orders to maintain optimal inventory levels, meeting customer demand and reducing waste.
- Developed and implemented work schedules, balancing team member availability with business needs to ensure seamless store operations.
- Resolved escalated customer issues and handled special requests with professionalism, maintaining high levels of customer satisfaction and loyalty.
- Conducted regular performance reviews and provided constructive feedback to enhance team productivity and growth.
- Fostered a positive and collaborative work environment, encouraging team member engagement and development.

BalconyTV, Nashville, TN

Video Director

April 2010 - July 2011

- Managed all video production operations for the Nashville branch of BalconyTV.com, ensuring high-quality content creation and adherence to brand standards.
- Directed video shoots, coordinating with artists and production teams to capture engaging performances.
- Operated cameras and managed lighting setups to achieve professional visual aesthetics.
- Edited video content, utilizing industry-standard software to produce polished and cohesive final products.
- Collaborated with the production team to plan and execute shoots, ensuring smooth workflow and timely delivery of content.
- Maintained equipment and managed inventory, ensuring all production tools were in optimal working condition.

Billboard, Nashville, TN

Remote Video Production Specialist

July 2011 - November 2013

- Provided remote video production services, ensuring high-quality content for Billboard.com's diverse digital platforms.
- Collaborated with the editorial and production teams to create compelling video content that aligned with Billboard's brand and

editorial standards.

- Conducted video shoots remotely, overseeing all aspects from planning and direction to post-production.
- Utilized advanced video editing software to produce polished videos, incorporating graphics, effects, and sound design to enhance viewer engagement.
- Managed project timelines and deliverables, ensuring timely completion of video content for various campaigns and features.
- Adapted to remote working environments, maintaining effective communication and collaboration with team members and stakeholders.

Lyft HQ, Nashville, TN

Social Media Associate

May 2016 - April 2023

- Acted as the brand's voice across all major social media platforms, including Facebook, Twitter, Instagram, and LinkedIn, to enhance brand visibility and engagement.
- Managed and curated content to align with marketing goals and brand messaging.
- Developed and executed social media strategies, creating compelling campaigns utilizing graphics, videos, and written content to attract and engage the target audience.
- Tracked social media analytics, providing insights and recommendations to optimize content and improve engagement rates.
- Resolved escalated user app issues, addressing safety, fraud, trending, and viral escalations promptly to maintain a positive brand reputation.
- Monitored and reported on SLA performance, ensuring adherence to service level agreements and timely issue resolution.
- Supervised and delegated tasks within the social media team, ensuring efficient workflow and effective user interaction management.
- Conducted user interaction deep dives to understand and enhance user experience across social media channels.
- Assisted in managing social media advertising campaigns, targeting specific demographics to drive user acquisition and retention.
- Stayed up-to-date with social media trends and best practices, incorporating innovative approaches to enhance social media presence.

Thirty Six Black Art Collective, Remote Nashville TN

Digital Media Designer | Creative Director

August 2018 - January 2023

- Led creative marketing initiatives to enhance shop visibility and promote individual tattoo artists, driving brand awareness and customer engagement.
- Produced original brand-based media content, including promotional videos, graphics, and marketing materials, to effectively represent the shop's unique style and offerings.

- Designed and developed the shop's website, ensuring a user-friendly experience and seamless integration of e-commerce functionalities.
- Managed the web store, overseeing product listings, inventory, and online sales to maximize revenue.
- Curated and maintained social media outlets, creating compelling content and engaging with followers to build a loyal online community.
- Implemented social media strategies to drive traffic and increase engagement, leveraging analytics to refine approaches and optimize performance.
- Collaborated with tattoo artists to showcase their work through various digital platforms, enhancing their individual profiles and attracting new clients.
- Stayed current with industry trends and digital marketing best practices, continuously innovating to keep the shop's marketing efforts fresh and effective.

EDUCATION

Bachelor of Science in Film and Video Production

Full Sail University, Winter Park, FL

October 2006 – June 2009