

SUMMARY

Experienced senior international content manager with a proven track record in the sports industry. Specializing in creating engaging multimedia content strategies that resonate with diverse global audiences. Skilled in leveraging market trends and analytics to drive brand visibility and engagement across various platforms.

RICARDO DE LA CRUZ

SENIOR INTERNATIONAL CONTENT MANAGER

Phone

US: (915) 710-4747 - UK: 07955193513

Email

Ricardo@rdlcmarketing.com

Languages (Fluent)

English and Spanish

SKILLS

BUSINESS

- SENIOR VIDEO STRATEGIST
- VIDEO SERVICES
- CREATIVE CONCEPTUALIZATION
- CONTENT SPECIALIST
- VIDEO CREATIVE OUTPUT
- MARKETING STRATEGIST
- VIDEO MARKETING
- CONTENT MARKETING
- MARKET TREND ANALYST
- MARKETING CAMPAIGN IDEATION
- CREATIVE TEAM MANAGER
- VIDEO CONTENT DIRECTOR
- PERFORMANCE TRACKING
- VIDEO MARKETING TECHNOLOGIES
- AI MARKETING IMPLEMENTATION
- AI TOOL PROFICIENT
- RESEARCH
- MULTIMEDIA CONTENT PRODUCER
- MANAGERIAL EXPERIENCE
- TECHNICAL PRODUCER (VIDEO PRODUCTION, GRAPHIC DESIGN, AFTER EFFECTS, & AND DRONE OPERATOR)
- START-UP EXPERIENCE
- ADOBE CREATIVE SUITE
- STORYTELLING
- INDUSTRY BEST PRACTICES
- VIDEO EDITOR
- INTERNATIONAL EXPERIENCE

VALUES

- COLLABORATIVE
- CREATIVE
- DRIVEN
- ANALYTICAL
- PROBLEM SOLVER
- DETAIL-ORIENTED
- LEADER

PROFESSIONAL EXPERIENCE

SENIOR INTERNATIONAL CONTENT MANAGER - LATAM

MANCHESTER CITY FOOTBALL CLUB (UK)

JUN 2023 to PRESENT

- Manchester City FC is a renowned football club celebrated for its history, devoted fan base, and commitment to excellence. **Crafted LATAM content strategy serving 34 countries, managed team across 7 social channels, delivered 30 TV shows, led campaigns reaching 8M impressions, delivered commercial content for 3 international brands, and planned content output through strategic event planning in 4 countries.**

FOUNDER

RDLCMARKETING.COM (GLOBAL)

FEB 2020 to PRESENT

- In 2020, amidst the challenges of the pandemic, I founded RDLC Marketing with a mission to support struggling businesses. This endeavor quickly became my primary focus, transitioning into my full-time commitment as I dedicated myself to providing affordable marketing solutions to small and medium-sized businesses. **Provided comprehensive marketing services with 100% client satisfaction, and created engaging video assets for digital and TV platforms.**

DIRECTOR, STRATEGIC MARKETING INITIATIVES

PROJECT COMBINA (USA)

AUG 2016 to FEB 2020

- Project Combina is a non-profit foundation that uses football to build bridges to universities for secondary-level students. Combina functions as an academic fellowship and scholarship fund. **Developed and implemented marketing strategies through content creation that helped secure \$100k in donations, high-value sponsorships, and provided scholarships to 50+ students.**

LEAGUE REPRESENTATIVE / INTERNAL COMMUNICATIONS

UNITED SOCCER LEAGUE "USL" (USA)

MAR 2019 to DEC 2019

- The USL Championship is a professional football league in the United States' football pyramid. **Managed communications for the USL Championship, notably with El Paso Locomotive.**

EDUCATION

MASTERS OF SCIENCE

THE UNIVERSITY OF PORTSMOUTH (UK)

FEB 2021 to MAR 2022

- Sport Management

BACHELOR OF ARTS

RICHMOND AMERICAN UNIVERSITY LONDON (UK)

AUG 2013 to DEC 2017

- International Sport Management

REFERENCES

PAUL HANDLER

MANCHESTER CITY FOOTBALL CLUB (UK)

HEAD OF SOCIAL MEDIA AND INTERNATIONAL CONTENT

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FELIPE ALBERTO HERRERA, ESQ

PROJECT COMBINA (USA)

FOUNDER & (FORMER) EXECUTIVE DIRECTOR

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PORTFOLIO

RDLCMARKETING.COM