

Michael Cirlos III

Motivated individual with strong interest and passion for visual storytelling, public art, marketing, and placemaking.

CONTACT



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RELEVANT QUALIFICATIONS AND CAREER HIGHLIGHTS

- Lead content creation concepts and social media campaign strategies
- Analyzed social media trends and increased social media following
- Professional photojournalism experience, storyboard, and project management skills
- Organized and strong ability to work effectively under pressure
- Published author at Trinity University Press *Humans of San Antonio* (2018)
- Completed Photojournalism Intensive Work Study Program, Mountain Workshops for Photojournalism at Western Kentucky University
- Designed and installed the largest mural in Downtown San Antonio in 2019
- Adobe Creative Cloud skills and Final Cut Pro X editing skills
- Public relations experience and presentation skills
- Part 107 FAA Certified Drone Pilot and knowledge of professional camera and iPhone operations for social media management

WORK EXPERIENCE

www.michaelcirlos.com

Centro San Antonio – Content Producer (2016 – present)

Key roles: visual storytelling, community engagement, content creation, social media project development & management

- Exceeded 2.4M in monthly average digital impressions
- Increased social media following by 9,000 on IG while retaining 15% engagement
- Created the first Peacock Alley activation leading to the development of over 65+ events
- Created and executed the Before & After Coffee social media campaign in support of the Coffee Festival and business partners
- Supported all company press releases and newsletters
- Designed and installed Downtown’s largest mural initiating the development of 150 new murals in downtown San Antonio for Art Everywhere supporting small business and doubling our social media accounts by 10,000 followers
- Created storytelling marketing videos for over 100 businesses and partnership collaborations within the downtown improvement district including Hemisfair Park & Historic Pearl Brewery
- Lead video interviews with Mayor and City Councilmembers
- Engaged community partners and taught High School photography workshops

Humans of San Antonio LLC – Small Business Owner (2012 – present)

Key roles: visual Storytelling, downtown street interviews, community engagement, public speaking, project development, and Photography/Videography/Media Communications

- Achieved a social media presence of over 20,000 followers by telling community stories
- Developed, executed, and maintained a 5 year-long marketing campaign
- Published over 1,000 people stories for online distribution

- 2019 Installed the largest wheat paste mural in Peacock Alley
- 2018 Published author of Trinity University Press, Humans of San Antonio Book
- 2018 Featured Author at Texas Book Festival in Austin
- 2018 Featured Author at San Antonio Book Festival
- 2016 TedxSanAntonio images showcase of downtown diversity
- 2015 Selected COSA Department of Arts & Culture Artist of the Month October
- 2014 Pecha Kucha Keynote Speaker on downtown diversity and inner-city stories
 - <https://www.youtube.com/watch?v=VYWqjQdspkQ&t=258s>
- 2014 Awesome SA Community Award Winner
- 2015 Selected COSA Department of Arts & Culture Artist of the Month October
- Taught storytelling photography workshops at local schools and universities

Contract Work (*partial list*)

- COSA Department of Arts and Culture – completed over 20 media projects (*5 years*)
- COSA World Heritage Office – completed over 10 media projects (*3 years*)
- Red Bull North America – completed over 30 large event media assignments (*7 years*)
- Verizon Wireless – completed over 10 national media projects (*2 years*)
- National Public Radio – collaborated on a yearlong project story on climate change
- National Parks Foundation – collaborated with Culture-Coop on 5 state park stories (*2 years*)
- Travis Park Church – Developed and executed two special video projects in celebration of its 75-year history
- Catholic Relief Services of America (NGO) – completed 2 national marketing campaigns (*2 years*)
- New York City Tourism + Conventions – completed numerous digital content assignments for IPW San Antonio with NYC Tourism (*1 year*)

EDUCATION

The University of Texas at San Antonio (UTSA) - *Bachelor of Arts in Psychology, 2010*

Webster University, Thailand, 2007- 2009

Sixteen month study abroad experience to explore cultural sensitivity and diversity.

Academic coursework includes International Relations and Communications

Webster University, The Netherlands, Fall 2008

Four month study abroad experience with coursework in Cognitive Psychology and Psychology of Adolescence - (Recipient of World Traveler's academic scholarship)

San Antonio Hispanic Chamber of Commerce Member