

## WORK EXPERIENCE

### **Salvo Group, Co.** Miami, FL 2014-Present

Founding Partner & Chief Content Officer of a Miami-based startup focused on digital publishing, social media amplification, talent management and monetization.

- Develop and execute bilingual content strategy for 6 owned and earned digital properties.
- Oversee content creation and distribution for an elite roster of celebrities comprising a social audience of more than 200MM users.
- Manage a team of 6 editors, writers and community managers, and a global network of freelance creatives to produce content for Salvo Group's owned and earned properties.
- Delivered digital traffic surpassing 1MM users per day.
- Designed branded content campaigns for Proctor & Gamble, Disney, Walmart, and other national brands.

### **M8 Agency** Miami, FL 2012-2014

Content Director for a Miami-based digital marketing agency specializing in the U.S. Hispanic and Latam markets.

- Built content practice for M8 Agency's blue-chip clients including General Mills, Starwood Hotels, and MasterCard International.
- Hired and managed staff of 7 editors, writers and translators.
- Successfully pitched new projects including Starwood, Cheerios, and Debt.com, resulting in more than \$5 million in new business billings.

### **SafetyPay, Inc.** Miami, FL 2008-2010

Director of Marketing, Latin America, for a global online payment solution with offices in U.S., Europe and South America.

- Designed digital marketing campaigns that more than tripled revenues and customer base.
- Repositioned company through its bank partners, introducing new verticals and recruiting bank employees as brand ambassadors.
- Leveraged local social media networks to grow brand awareness.
- Lived and worked in Mexico and Peru, managing staff in local offices.

### **American International Group, Inc. (AIG)** New York, NY 1998-2005

Director of Marketing & Communications for three AIG member companies responsible for AIG's domestic claims services.

- Supervised a department of 6 marketing and communications specialists.
- Built and maintained all claims web sites and intranet sites; organized national training seminars to communicate benefits of intranet platform.
- Managed multimillion-dollar annual budget.
- Produced presentations, brochures, and newsletter with circulation of 30,000.
- Responded to all requests for proposals for new and renewal business.

# ZAIN DEANE

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## EDITORIAL/FREELANCE

**Writers' Bloc, Inc.** Miami, FL 2006-Present

Founder of copywriting, content marketing and strategy agency. Clients include The New York Times Company, JetBlue Airways, AIG., W.W. Norton & Company, and Michelin APA.

Author of 6 books:

- Unseen Cuba, Unseen Pictures
- San Juan, Vieques & Culebra: An Explorer's Guide, Countryman Press
- Mexico's Aztec & Maya Empires: An Explorer's Guide, Countryman Press
- Great Destinations: Mexico City, Puebla & Cuernavaca, Countryman Press
- Backroads & Byways of Florida, Countryman Press
- Great Destinations Puerto Rico: San Juan, Vieques & Culebra

**About.com** 2009-2015

Guide to Puerto Rico Travel

**Miami Herald** Miami, FL, 2011-2012

Senior Editor for HCP/Aboard, the Herald's custom publishing division. Edited and wrote in English and Spanish for publications including:

- Resource and Salud, the quarterly bilingual magazines of Baptist Health Hospital Group.
- Visit Bermuda, the official guide of the Bermuda Tourism Authority.
- Visit Riviera Maya, the official guide of the Mexico Tourism Board.
- Marriott Hotels in-room books for South America/Caribbean.

**Michelin, APA**

Freelance editor and copywriter for Michelin APA.


- Michelin North America Road Atlas, 2013.
- Michelin Green Guide to Washington, DC, 2012.
- Michelin Like A Local Caribbean, 2012.

**JetBlue Airways**

Editor for South Florida travel micro-site.

Corporate clients include Cruise Planners, Puerto Rico Tourism, Satmetrix, and AIG.

 **EDUCATION** BA in International Relations with Honors, Tufts University.

 **SOFTWARE** Knowledge of WordPress, Adobe suite, HTML, Buffer, Microsoft Suite.

 **LANGUAGES** Bilingual English-Spanish speaker. Conversational French and Hindi/Urdu.

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