

CRYSTAL REYES

CREATIVE STRATEGIST | SOCIAL MEDIA & DIGITAL CONTENT PRODUCER

Los Angeles, CA | heycrystalrey@gmail.com | linkedin.com/in/crystvl

PROFESSIONAL SUMMARY

Entertainment marketing and creative strategy leader with 10+ years of experience building social-first campaigns, launch narratives and scalable content systems. **Promoted through three expanded-scope roles in under four years** at Cedar Fair and Six Flags, combining audience insight, hands-on production and cross-functional leadership to grow brand relevance and measurable business impact.

EXPERIENCE

SIX FLAGS ENTERTAINMENT CORPORATION | *Six Flags Magic Mountain | Los Angeles, CA*

Solutions Manager, Marketing - Creative Strategy, Partnerships & Revenue Growth

May 2026-Present

- Lead integrated creative strategy, social, influencer, partnerships and revenue-support marketing for a flagship entertainment destination, aligning Brand, PR, Sales, Operations, Safety, Legal, IP partners and executives.
- In the first season leading social strategy for Six Flags Magic Mountain, delivered **5.77M organic impressions (+16.7% YoY)**, **303K engagements (+19%)**, **3.49M video views (+131%)** and **2,954 link clicks (+44%)** in H1 2026 while publishing 12% fewer posts.
- Directed a first-of-its-kind entertainment and wearable-tech activation from concept through overnight production, safety approvals and partner distribution to a combined audience of **3.2M+ followers**.
- Built launch and production systems for Looney Tunes Land, Hurricane Harbor, Fright Fest and a major 2027 attraction, mapping **33 deliverables, 100 planned shots and eight milestone moments** from teaser through opening.

SIX FLAGS ENTERTAINMENT CORPORATION | *West Region*

Regional Social Media Manager

Jan 2025-May 2026

- Directed social and digital strategy across a six-property portfolio, creating scalable content frameworks, reporting cadences, approval workflows and creator processes for high-volume seasonal marketing.
- Developed platform-first campaigns for a flagship brand with **1.1M+ followers**; top attraction content generated **217K+ cross-platform views** and a **10.3% TikTok engagement rate**.

CEDAR FAIR ENTERTAINMENT COMPANY | *Santa Clara, CA*

Digital Communications Manager

Sep 2022-Jan 2025

- Led social strategy, PR, web and SEO content, influencer programs, media events, CSR storytelling and photo/video production for a major regional theme park, translating performance data into actionable campaign recommendations.

FREELANCE | *Remote*

Creative Strategist & Digital Media Producer

2014-2024

- Developed high-impact creative strategy, motion design, video content and social-first campaigns for leading entertainment, music and experiential brands across North America.

CORE EXPERTISE

Creative Direction • Brand & Campaign Strategy • Integrated Marketing • Entertainment Launches • Social Strategy • Content Production • Experiential Marketing • Influencer Partnerships • Audience Insights • Performance Analytics • Adobe Creative Suite

EDUCATION & CREDENTIALS

Bachelor of Arts, Motion Graphic Design | A.A in Digital Communication & Multimedia | Business of Entertainment Certificate, NYU x Yellowbrick | Four Domains of Leadership, UCLA Extension | Google Digital Marketing Fundamentals | Meltwater Influencer Marketing