

John Velez

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EDUCATION

San Jose State University — B.A. Business Administration, Marketing Concentration May 2026

- Relevant coursework: Market Research, Consumer Behavior, Integrated Marketing Communication, Marketing Management

PROFESSIONAL EXPERIENCE

Content Creator — TikTok, Instagram (Self-Directed) Aug 2020 – Present

- Grew a personal channel to 60,000+ followers by analyzing platform trends weekly and shipping consistent short-form video tuned to audience interests.
- Increased discoverability by spotting emerging viral audio and formats early and adapting them to a distinct, repeatable creator voice.
- Produced 200+ videos end-to-end scripting, filming, and editing in CapCut and native tools averaging 1,500views per post.

Social Media Coordinator — Japanese Student Association (JSA), SJSU Feb 2026- May 2026

- Produced and edited 5 launch videos in CapCut and Instagram edits, driving 10,000+ views and 100+ likes and setting the content baseline for the account.
- Created, scheduled, and published content across Instagram and TikTok to promote events and engage members.
- Monitored engagement and trends to recommend outreach improvements and lift audience interaction.

PROJECTS & COMPETITIONS

LinkedIn Campus Ambassador Case Competition Apr 2026

- Won Best Strategy by building a data-driven plan to grow LinkedIn Learning adoption among 30,000+ students, identifying engagement gaps under a 45-minute sprint.
- Led a 4-person team to deliver an executive-style pitch to 5 industry judges, keeping the recommendation aligned to LinkedIn's professional brand.

Adobe Club x Ad Club Creative Pitch Competition Apr 2026

- Took a podium finish by leading ideation on "Play Your Way," a hyper-personalized Spotify feature using real-time visual "Auras" to drive Gen Z social engagement.
- Headed the 5-minute pitch and Q&A to Adobe and Salesloft judges, defending the concept's feasibility and Gen Z fit — all built in a 70-minute sprint.

Firefox x RCC Pitch Competition Oct 2025

- Won 1st place by designing a viral-ready Gen Z micro-campaign that translated Mozilla's privacy and digital-agency values into a shareable creative concept.
- Delivered a live pitch to a judging panel, winning on creativity, brand alignment, and peer-to-peer reach potential.

SKILLS & TOOLS

- **Social & Content:** Short-form video, content strategy, trend analysis, copywriting, community engagement, performance tracking
- **Marketing:** Market research, brand awareness, integrated campaigns, grassroots/peer-to-peer marketing, SEO
- **Tools:** CapCut, TikTok & Instagram native editing, Adobe Creative tools, WordPress, Slack, Discord, Zoom