

# JOY MENDOZA-LEE

## CONTACT



305-988-7132



producedbyjoy@gmail.com



Pembroke Pines, Florida

## CORE COMPETENCIES

### Technical | Hard Skills

- CRM Management (*Salesforce, HubSpot, Klaviyo, Zendesk, Mailchimp*)
- Data Analysis (*Excel, Google Sheets*)
  - Social Media Strategy
- Budget Management (*QuickBooks, Microsoft Excel*)
- E-commerce Platforms (*Shopify, WordPress, Wix, Squarespace*)
- Video Editing (*Final Cut Pro, Adobe Premiere*)
  - Videography (*Sony Alpha*)
- Productivity Platforms (*Google Workspace, Microsoft 365*)
- Payment Processing (*Stripe, Pay Pal, Square*)
  - Graphic Design (*Canva*)

### Business | Functional Skills

- Project Management (*Trello, Asana*)
  - Brand Development
  - Financial Reporting
- Process Improvement
  - Talent Booking

### Soft Skills | Traits

- Team Leadership
- Client Relations
- Cross-Functional Collaboration
- Strategic Thinking
- Communication
- Problem-Solving
- Critical Thinking

## EDUCATION

### Advanced Level Certification:

**Economics | Business Management and Administration | Accounting**

*Polytechnic Institute of Trinidad and Tobago*  
1996

### GCSC - 8 Subjects:

**Principles of Business | Principles of Accounts | Mathematics | Office Procedures | English | English Literature | Geography | Biology**

*Bishop Anstey - Trinidad and Tobago*  
1994

## PROFESSIONAL PROFILE

Multifaceted professional with 17+ years of experience spanning media production, e-commerce operations, customer engagement, and business administration. Adept at leading high-impact creative projects and developing brand communications across platforms, from broadcast television to digital storefronts.

Experienced in managing email, SMS, and web campaigns, with a practical grasp of audience segmentation, A/B testing, and CRM tools to boost retention and revenue. I blend creative thinking with a sharp eye on performance, using storytelling, innovation, and service excellence to build lasting customer relationships and measurable results.

## PROFESSIONAL EXPERIENCE

### Creative Director - Freelance Projects

#### **Marketing Strategy & Campaign Execution | Content Creation & Video Production | Project & Client Management**

April 2022 - March 2025

- Developed and executed multi-channel marketing and brand strategies for regional and international clients, driving customer growth, retention, and brand awareness.
- Produced, directed, filmed and edited high-quality video content for television, web, and social media; managed crews and led post-production to deliver impactful, brand-aligned storytelling.
- Created consistent, engaging content across email, SMS, and web channels; leveraged CRM tools, audience segmentation, and A/B testing to enhance engagement and performance.
- Built responsive email templates, website and landing pages, and digital assets using HTML and CMS platforms, ensuring brand consistency and optimizing user experience.
- Conducted in-depth market research and competitive analysis to define target audiences and guide campaign strategies.
- Analyzed key performance indicators and used data-driven insights to refine campaigns, improve ROI, and increase customer retention.
- Managed multiple client projects simultaneously, ensuring on-time delivery, adherence to budget, and alignment with defined project goals and deliverables.
- Built and maintained strong client relationships through proactive communication, service excellence, and strategic insight.
- Delivered successful campaigns for brands and institutions including the Government of Anguilla BVI, the Government of Trinidad and Tobago, Campari Italy and Mexico, UNICEF, Digicel, and more. See the complete list of companies listed under the Freelance Portfolio on Page 2.

### Creative & Digital Director - Alkaline Vegan News | Alkaline Herb Shop

#### **E-commerce Setup and Management | Content Creation | Social Media Management | B2B Support**

January 2020 - April 2022

- Setup and management of the digital storefront, ensuring a seamless user experience and smooth backend integration.
- Developed backend systems and SOPs for order tracking, vendor coordination, and fulfillment across diverse product categories.
- Designed and executed targeted email and SMS campaigns using CRM tools, leveraging segmentation, behavioral filters, and A/B testing to drive customer retention and increase sales.
- Tracked and analyzed campaign performance metrics to continuously refine lifecycle messaging and conversion strategies.
- Managed and optimized social media campaigns using data-driven insights to boost engagement, increase followers, and drive traffic to digital assets.
- Collaborated with partner businesses to brainstorm creative campaigns and tailor promotions that boosted customer loyalty and revenue.
- Provided multi-channel customer support (email, live chat, and CRM platforms), ensuring fast issue resolution and personalized service.
- Maintained a pulse on competitor content strategies to inform marketing and promotional approaches.
- Produced, filmed, edited, and voiced high-quality video content for social media channels to enhance brand visibility and engagement.

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## FREELANCE PORTFOLIO

Campari: Italy | Mexico | Caribbean  
UNICEF

Government of Trinidad and Tobago  
Government of Anguilla, BVI  
Digicel

Cable and Wireless Communications  
Wray and Nephew  
Appleton Rum  
Skky Vodka

CuisinArt Golf Resort and Spa  
Viceroy Hotel

Major Changes Rehab Center  
Eastern Credit Union  
Anguilla Music Awards  
Daniel Dental Studio  
Caribvision Networks  
Paradise Cove Resort

## SPECIAL PROJECTS

### **Event Producer - Adolescent Empowerment Workshop**

Ministry of Social Development and  
Education Anguilla and Gender Affairs  
Anguilla  
2023

**Creative Director | Troupe**  
Anguilla  
2018

**Creative Designer | Section**  
Bahamas Junkanoo Carnival  
2017 & 2018

**Co-Executive Producer**  
Campari Caribbean Poster Girl Search  
2009-2012

## REFERENCES

Available upon request

## CONTENT SAMPLES

Available upon request

## PROFESSIONAL EXPERIENCE

### Creative Director - JEM Music Group

**Content Creation & Video Production | Project & Client Management | Production Accounting**  
August 2008 - June 2018

- Developed brand collaboration strategies to drive partnership opportunities and cross-promotional growth.
- Created, directed, filmed, and edited professional-grade video and multimedia content for television, digital, and social platforms, collaborating with producers, directors, and creative teams to deliver storytelling aligned with brand and audience goals.
- Managed production logistics, including planning, scheduling, budgeting, and final delivery, while conducting cost analysis, supporting internal audits, and optimizing resources.
- Maintained organized project documentation, including contracts, licensing agreements, and intellectual property records.
- Delivered high-level client service through concierge-style communication and tailored support for VIPs.
- Stayed current on emerging trends, technologies, and market shifts to guide innovation and strategic content development.

### Talent Manager, Content and Event Producer - Viacom Networks | MTV

**Content Creation & Video Production | Talent Management | Event & Media Production**  
April 2006 - August 2008

- Created and directed original content for television, digital, and social media platforms while overseeing end-to-end production, from pre-production planning to post-production and final delivery.
- Maintained strong relationships with artists, agents, and industry professionals to drive partnerships and creative collaborations.
- Managed celebrity talent bookings for interviews, shows, and events, ensuring contractual obligations and scheduling needs were fulfilled.
- Coordinated and executed high-profile events, and managing logistics.
- Collaborated with cross-functional teams, including production, marketing, and legal, to align execution with creative and strategic objectives.
- Supported campaign rollouts and media initiatives through cross-team coordination and timeline management.
- Ensured compliance with legal requirements, internal policies, and industry standards throughout all projects.

### Marketing Manager and Operations Manager - Soca 91.9 FM

**Customer Support | Marketing Assistant**

October 2004 - January 2006

- Spearheaded business development and marketing efforts by crafting tailored proposals, managing advertiser accounts, and delivering personalized client service, resulting in brand growth, increased revenue, and long-term partnerships.
- Led marketing and promotional initiatives, including on-air campaigns, media kit development, and community engagement events.
- Fostered strong relationships with artists and their management to facilitate successful collaborations.
- Handled all HR responsibilities, including recruitment, training, and performance management.

### Personal Lending Officer - First Citizens Bank Limited

**Customer Service Representative | Loans Officer | Personal Banking Officer**

April 2001 - August 2003

- Evaluated loan applications by assessing creditworthiness, reviewing financial documents, and determining eligibility for personal and business accounts.
- Processed loan applications, coordinated disbursements, and tracked loan performance.
- Provided day-to-day banking support, including account inquiries, transactions, and issue resolution, ensuring a positive and efficient customer experience.
- Promoted financial products, cross-sold services, and educated clients on offerings to support financial growth and customer retention.
- Balanced and reconciled accounts, processed deposits and withdrawals, and adhered to standard operating procedures.
- Collaborated with internal teams to ensure smooth operations and consistently high levels of customer satisfaction.