

Ian Salas

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Experience

Marketing Intern

Titan Radio, Cal State Fullerton Internship • January 2025 - June 2025

- Worked with promoters and PR reps to coordinate ticket giveaways and event access, strengthening professional communication skills.
- Promoted concerts and giveaways through brand campaigns that engaged campus audiences and boosted event attendance.
- Captured and edited photos and videos at live events to create shareable content for social media and promotions.
- Helped grow awareness of the station and its events by building creative campaigns that resonated with students and music fans.

Freelance Photographer & Digital Content Creator / Coordinator

Self-Employed • February 2024 - present

- Collaboration with independent artists, musicians, and brands to develop their visual identity through custom cover art, promotional photos, and social media content.
- Planning social media campaigns and creating content tailored for Instagram and TikTok, contributing to increased follower growth and engagement.
- Provide creative direction for shoots, ensuring visuals align with the artist's brand and upcoming releases.
- Produced photo and video content using Adobe Lightroom, Photoshop and Premiere Pro.
- Coordinated content to promote new releases, live events, and behind-the-scenes moments.

Co-Founder, Social Media & Creative Director

Chroma Presents • October 2024 - present

- Management of a local promotions company focused on booking talent, producing live shows, and building a music community through online publication.
- Coordination with venues, artists, and vendors to plan and execute successful events with up to 300 attendees.
- Handling of all branding, digital content creation, and social media marketing, growing follower engagement and event turnouts.
- Website design along with promotional materials including flyers, event graphics, and event recaps.
- Manage budgets, logistics, and day-of operations, ensuring smooth execution and positive audience/artist experiences.

Server

The Benediction • City of Industry • March 2023 - present

- Management of 6-9 tables while maintaining an attentive engaging guest experience and providing quality service in a fast-paced brunch environment.
- Collaboration with kitchen and front-of-house staff to ensure smooth service, timely food delivery, and guest satisfaction.
- Adapting quickly to customer needs and resolving issues with care, strengthening conflict resolution and communication skills.
- Contribution to a friendly, welcoming dining atmosphere that encourages repeated business and positive Yelp reviews.

Education

Cal State University, Fullerton • Fullerton California

Bachelor of Arts in Business Administration, Concentration in Marketing

Skills

Social Media • Creative Direction • Content Creation • Event Marketing • Talent Booking • Visual Branding
Photography & Editing • Graphic Design • Live Entertainment • Community Building • Website Building