

# Simone Salis

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## SUMMARY

Creative leader with 12+ years of experience in managing teams and executing content projects. Drives creative efficiency aimed at concrete KPIs from conception to execution. “Simone is a creative who thinks through processes like an engineer.” —C. Heron, VP · Beeso Studio

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## EXPERIENCE

### Senior Creative Manager | GoHealth | Chicago, IL | January 2019 - Present

- Led and built from scratch a team of creatives to develop efficient marketing deliverables across multiple channels (TV, radio, print, digital, social media, native, etc.) resulting in a significant increase in lead generation metrics and broad funnel optimizations.
- Built an in-house video and photography studio and leveraged internal talent to produce broadcast-quality commercials for TV and OTT at 1/10th the previous cost via vendors. Defining project estimates and managing resourcing, optimizing efforts for impact.
- Created a framework for content teams to scale and optimize video production from tens to thousands of different TFNs, custom graphics tagging, and more—for hyper-targeted ads and tracking across traditional and digital media following brand creative guidelines.
- A multipronged, collaborative effort that included video, text, HTML5 advertisements, still pictures, and companion UX lead acquisition forms resulted in a 40 percent boost in engagement and leads submitted through the standard landing form.
- Built creative project management boards and best practices for video and motion graphics projects, thinking strategically about project execution and delivery, motivating others, and bridging communications between creatives and marketing stakeholders.

### Content Producer | Discovery Networks | Chicago, IL | May 2017 - December 2018

- Led the development of a video series, resulting in ~300% cheaper cost per episode than traditional studio productions.
- Engineered content to grow viral organic shares.
- Accumulated over 1M organic views per episode average over 2 seasons.

### Content Consultant | Comedy Central · Viacom Networks | Chicago, IL | March 2014 - December 2017

- Created, produced, and starred in 3 recurring segments for the original TV program “Comedy Central News” on Viacom’s EMEA networks.

### Content Producer & Host | Rai – Radiotelevisione Italiana S.p.A. | Rome, IT / Chicago, IL | September 2008 - January 2015

- Directed teams of up to 9 people, created original shows and video segments, reaching over 248M combined organic views during the tenure.

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## EDUCATION

Bachelor of Arts | Minor in Marketing and TV Production | Columbia College Chicago, IL | 2017 | 3.96 GPA, Magna Cum Laude, Honors, Dean’s List

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## CERTIFICATIONS

Y Combinator Startup School | Y Combinator | 2018

Google Ad Manager + Google Ads Video + Google Analytics Individual Qualification + YouTube Ads | Google, Inc. | 2019, 2020

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## SKILLS

**PROJECT MANAGEMENT AND LEADERSHIP:** Agile, Kanban, Jira, Smartsheet, Trello, Asana, Notion, Monday, Obsidian — Balancing Workloads, Defining Milestones, Workflows & Conventions, Building Cross-discipline Teams — Coordination, Planning, Removing Barriers, Calmness

**MARKETING & ANALYTICS:** Google Ads, Google Analytics, AHREFS, GPT (Jasper, OpenAI, LLMs, prompt engineering), Direct Response, TrueView, Lead Gen, Performance, A/B Testing, Landing Page Optimization — Hootsuite, Sprout, Hypefury

**VIDEO PRODUCTION & PHOTOGRAPHY:** Camera, Direction, Crew Management, Interviewing, Story Producing, Media Management, Compression, Delivery Workflows — Collaborative Copywriting, Timelines, Planning

**DESIGN & SOFTWARE:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects) — iZotope RX, Logic Pro, DaVinci Resolve, Descript, Microsoft Office, Sharepoint, WordPress, Ghost, Figma, Sketch — Markdown, HTML, CSS

**SOFT SKILLS:** Improvisation, Simplicity, Scalability, Performance Tuning