

Andrés Max Salmerón

WORK EXPERIENCE

Circle, Boston, MA

April 2018 - November 2019

CX Specialist as of July 2019, previously Associate

- developed and edited all customer-facing content (guides, messaging, social, etc)
- mentored and provided QA for associates, trained new hires on procedures such as KYC and OFAC searches
- collaborated with Risk, Compliance, Legal, Product, Security, and Marketing on various initiatives
- assisted customers with account security, blockchain questions, and onboarding
- led the elimination of problematic workflows and UX for rate-limiting and login issues
- built wireframes for internal tools redesign and provided guidance on implementation

Central Spire, Boston, MA

June 2017 - April 2018

Business Fellow - ForkOut Launch Team

- reported directly to co-founder to coordinate partnerships, advertising, and hiring
- built out messaging, web presence, and original media content
- assisted with app testing and interface development
- developed brand book and other company documentation
- conducted product interviews and research market fit

WNYC, New York, NY

Summer 2016

Digital Intern - The Takeaway

- produced and edited videos & graphics for news stories
- designed and implemented new video livestream protocol

Digg, New York, NY

Fall 2015

Intern - Digg Video

- curated and edited Digg Video through custom CMS & ran A/B tests using Optimizely
- assisted original content production generating 1 million+ views

Facebook, Austin, TX

Summer 2015

Intern - Facebook University for Business, Global Marketing Solutions

- created publishing roadshow framework for sales team with a heavy research component
- one of the top three contributors to M, a chat-based AI, providing interaction guidance and testing

Wickenden Area Merchants Association, Providence, RI

Summer 2014

Intern - Digital

- built and updated four websites for local merchants
- photographed business owners and managed social media accounts

NAIL Communications, Providence, RI

Summer 2013 & 2010

Intern - Video & Creative

- created and edited promotional videos & graphics, mentored by creatives
- set up local NAS server and computer systems

EDUCATION

Northwestern University, Evanston, IL

Class of 2017

School of Communication - B.A., Radio/TV/Film Production (GPA - 3.55)

Northwestern News Network - Head of Student Technical Crew, Director

Eli Finkel's Relationships and Motivation Lab - Research Assistant

Relevant Courses: Human-Computer Interaction (HCI); Fundamentals of Computer Programming;

Computer Code as an Expressive Medium; Health and Science Reporting; Foundations of Screenwriting

Classical High School, Providence, RI

Class of 2013

WCHS (TV Program) - Director/Producer

Intramural Early Morning Basketball Program - Organizer

SKILLS

Worked with Jira, Trello, Invision, Figma, SQL, Slack, GSuite, Zendesk, Optimizely, and Hootsuite.

Customized WordPress sites and handled basic administrative tasks for the web.

Coded in HTML, Processing (Java based), Meta (Scheme related).

Created Facebook and Google targeted marketing campaigns.

[LinkedIn](#)

[Personal Website](#)

[Email](#)