FRED SALINAS

Ocean Springs, Mississippi | ace@fredsalinas.com | fredsalinas.com | www.gulfcoast.photography
SOCIAL MEDIA & CONTENT MANAGER | RESTAURANTS • HOSPITALITY • LOCAL EVENTS

PROFESSIONAL PROFILE

Restaurant marketing leader and professional photographer/videographer with 15+ years in social media and digital marketing. Built The Shed BBQ & Blues Joint's social media presence to approximately 80,000 Facebook followers and 80,000 Instagram followers, generating millions of views. Currently manage both the Ocean Springs Chamber of Commerce and its Ocean Springs Eats Instagram accounts, combining local business promotion with hands-on restaurant and food storytelling.

RELEVANT EXPERIENCE

THE SHED BBQ & BLUES JOINT | Marketing Director | 2017–2021

- Built The Shed's social media presence from the ground up to approximately 160,000 combined Facebook and Instagram followers; produced content generating millions of views.
- Led restaurant-focused food photography, video, community campaigns and event promotion; leveraged digital audiences to help secure $80,000 in sponsorships for championship barbecue activities.

OCEAN SPRINGS CHAMBER OF COMMERCE / MAIN STREET | Instagram & Content Management

- Manage the Ocean Springs Chamber of Commerce Instagram account, creating and publishing content that promotes local businesses, downtown events, tourism and community initiatives.
- Also manage Ocean Springs Eats, the Chamber's food-focused Instagram account, featuring local restaurants, chefs, menu items, cocktails and dining experiences through original photography, video and captions.
- Cover Chamber and Main Street events including festivals, ArtWalks and business gatherings, producing timely content that connects local audiences with downtown experiences.

FRED SALINAS MEDIA | Photographer, Videographer & Social Media Strategist | Independent

- Produce original food, restaurant, product, and event imagery, vertical short-form videos, interviews, and behind-the-scenes storytelling for Gulf Coast clients.
- Build multi-brand content calendars and turn a single kitchen or location shoot into hero videos, short-form reels, chef portraits, plated-food photography, stories and scheduled posts.
- Handle end-to-end production using professional camera systems, mobile capture, 360-degree cameras, drone video, and post-production tools.
- Create website and social assets, write captions and campaign copy, manage publishing workflows, and review performance data to improve future content.

GULF COAST HOSPITALITY & EVENTS | Selected Client Work

- Created destination and hospitality content for Sailfish Oasis Lodge, including staff, food, venue experiences, and cinematic short-form video.
- Covered high-profile Gulf Coast tournaments and community events, coordinating real-time photography, video, and promotional storytelling.

CORE CAPABILITIES

Food photography and video • Restaurant marketing • Instagram / Facebook / TikTok / YouTube • Multi-concept brand voices • Meta Business Suite • Short-form storytelling • Campaign measurement and POS collaboration • Local event coverage • Creative production and editing

EDUCATION & CERTIFICATION

M.S., Digital Marketing / Social Media — Full Sail University (2012)
B.S., Marketing — University of Southern Mississippi
FAA Part 107 Remote Pilot Certification

References available upon request.