

SIMONE SALIS

Chicago, USA | simone@salis.media | +1 (312) 536-7168 | linkedin.com/in/simsalis | Languages - English + Italian (Fluent/Native), Japanese (N5, Basic)

Creative leader with 15+ years managing teams and executing omnichannel content projects. **Pioneered AI-integrated production reducing costs 99% (\$70K+ to hundreds) while scaling output.** Drives creative efficiency from conception to execution through systematic process improvement and emerging technology adoption.

"Simone is a creative who thinks through processes like an engineer." — C. Heron, VP • Beeso Studio

EXPERIENCE

Senior Manager, Creative Marketing | GoHealth | Chicago, IL | March 2022 - Present

- **Pioneered AI-integrated production pipeline** using Google Flow with Veo3, RunwayML, Imagen, and other generative AI tools to create broadcast-quality storyboards and fully character-cohesive 10/60-second advertisements for TV, YouTube, Facebook, Instagram, TikTok, and Google Display Network—reducing production costs from \$70-80K to hundreds of dollars and cutting timelines from weeks to days.
- **Built automated compliance documentation system** leveraging AI (Copilot, AWS) to generate CMS-compliant HPMS and partner documents from marketing assets, streamlining workflows for both marketing and compliance teams and reducing manual review time significantly.
- **Established comprehensive project management infrastructure** on Monday.com for entire marketing organization, creating interconnected boards spanning digital testing, content calendars, communications, and creative operations—managing workflows for project managers, designers, video editors, and copywriters across multiple departments.
- **Evangelized and mentored AI adoption** across HR, finance, compliance, and marketing departments, democratizing video creation and empowering non-creative teams to produce their own content through generative AI tools and editing workflows, transforming organizational capabilities.
- **Early adopter and implementation lead for LLMs** (beginning with GPT 2.5), integrating large language models into copywriting and communications workflows—now standard practice in PR department for content generation and optimization.

Creative Marketing Manager | GoHealth | Chicago, IL | February 2020 - February 2022

- **Scaled video production from tens to thousands of customized assets** with unique TFNs and dynamic tagging for TV, digital, and social media, maintaining brand consistency across multi-channel campaigns.
- **Led cross-functional creative initiatives** (video, HTML5 ads, photography, UX) using Figma, achieving 40% increase in engagement and lead submissions through optimized landing experiences.
- **Optimized production workflows delivering broadcast-quality TV/OTT commercials at 1/10th vendor costs** while managing creative team operations across all channels and establishing resource management frameworks.

Digital Marketing Manager | GoHealth | Chicago, IL | January 2019 - February 2020

- **Built in-house video/photography studio from scratch**, establishing production standards and equipment infrastructure to bring outsourced work in-house and reduce vendor dependency.
- **Developed creative team from ground up**, recruiting talent and establishing processes for multi-channel advertising content across broadcast television and digital platforms.

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

- Developed video series achieving 300% cost reduction vs. traditional studio production, accumulating 1M+ organic views per episode average over 2 seasons through viral content optimization.

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

- Created, produced, and starred in 3 recurring segments for "Comedy Central News" on Viacom's EMEA networks.

Content Producer & Host | Rai - Radiotelevisione Italiana | Rome, IT / Chicago, IL | September 2008 - January 2017

- Directed teams up to 9 people, creating original shows and video segments reaching 248M+ combined organic views on on Radio Rai 2.

EDUCATION

Bachelor of Arts | Minors in Marketing & Media Production | Columbia College | Chicago, IL | 2017

3.96 GPA, Magna Cum Laude, Honors, Dean's List

CERTIFICATIONS

- **Y Combinator Startup School** | Y Combinator | 2018
- **Google Ad Manager + Google Ads Video + Google Analytics + YouTube Ads** | Google, Inc. | 2019, 2020
- **Google Veo Masterclass** | Google, Inc | 2025

SKILLS

- **AI & AUTOMATION:** Generative AI (Google Veo3, RunwayML, Imagen, Midjourney), LLMs (GPT, Claude, Gemini, prompt engineering), Microsoft Copilot, AWS, Automation Workflows, CMS Compliance Systems
- **PROJECT MANAGEMENT & COLLABORATION:** Monday.com, Asana, Jira, Notion, Trello, Agile/Kanban, Cross-functional Team Leadership, Workflow Design, Resource Planning
- **MARKETING & ANALYTICS:** Google Ads, Google Analytics, Ahrefs, A/B Testing, Lead Gen, Performance Marketing, Landing Page Optimization, Direct Response, Hootsuite, Sprout
- **CREATIVE PRODUCTION & DESIGN:** Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, InDesign, Illustrator), Figma, Sketch, DaVinci Resolve, iZotope RX, Video Direction, Photography, Studio Management, HTML/CSS