

MOHAMED BAYO VELASCO

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PROFILE

Social media strategist and marketing leader who builds executive personal brands and runs hands-on social commerce operations. Currently owns TikTok Live selling for a nationally distributed consumer electronics brand, contributing to over \$100,000 in product sales including \$13,800 in a single month. Previously built a CEO's personal brand and social media presence end to end — LinkedIn, newsletter, and production-company channels — growing his LinkedIn following to 8,000. Brings a sales leadership background, including a #1 nationally ranked team and a top-five individual national sales ranking, to a social-first marketing skill set spanning content strategy, organic and paid social, and creator/affiliate programs.

EXPERIENCE

Prinics / Kodak Photo Printers — *TikTok Live Host & Commerce Strategist* — *Contract*

Nov 2025 – Present

- On-camera TikTok Live host driving real-time product sales for a globally recognized photo printer brand; grew personal GMV contribution to over \$13,800 in a single month after transitioning to full-time in March 2026, contributing to \$100,000+ in total product sales driven through live selling.
- Pioneered the brand's Spanish-language TikTok Live channel from zero — developed the creative framework, segment structure, and host strategy to reach the U.S. Hispanic market.
- Own TikTok Shop backend end-to-end: product listings, coupons, pricing adjustments, order troubleshooting, and TikTok Studio connectivity.
- Collaborate with management on content strategy and creative concepts, and edit short-form video for the shop channel, contributing to channel follower growth.

TAG US Worldwide — *Digital Marketing Manager, Social Media Focus*

Jun 2024 – May 2026

Promoted from Marketing Project Coordinator & Account Manager (Internship), Jun 2024 – Jan 2025

- Owned the CEO's LinkedIn strategy end to end — writing, producing, and growing the page to 8,000 followers.
- Launched and wrote a weekly newsletter that grew past 2,000 subscribers.
- Built two company websites from scratch (tagusworldwide.com and aetuggle.com) and managed Instagram and LinkedIn for the firm's in-house production company, including content creation, editing, and caption writing.
- Ran outbound outreach for the production company and the CEO's coaching and mentorship practice, closing a paid speaking engagement; co-launched a YouTube podcast with the CEO that continues to run today.

Safe Haven Security Services (Authorized ADT Dealer) — *Assistant Sales Manager*

Oct 2021 – Jan 2024

Promoted from Inside Sales Team Lead, Oct 2021 – Jan 2022

- Recognized as a top performer with monthly sales awards; coached and trained a team of up to 10 sales professionals to a #1 national ranking.
- Grew office sales 40% through strategic builder and real estate partnerships, including a partnership with Neighborhood Elite.
- Ran weekly sales training, recruited and onboarded new reps, and introduced CRM practices to improve lead tracking and follow-up.
- Planned customer experience events that generated high-value leads and elevated brand awareness across key Atlanta-area markets.

DMC Atlanta (Authorized AT&T Retail Partner) — *Sales Team Lead*

Aug 2018 – Oct 2021

Promoted from Sales Representative, Aug 2018 – Jul 2019

- Ranked in the top five sales representatives nationally; generated over \$300,000 in annual residual revenue.
- Promoted to Sales Team Lead after one year; led and mentored a team of 20+ reps, ran weekly sales meetings and training, built a peer mentorship program for new hires, and traveled to support new market and store openings.

SKILLS & TOOLS

Marketing & Content: Social Media Strategy · Short-Form Content Strategy · TikTok Shop · TikTok Live · TikTok Studio · Affiliate & Creator Programs · Brand Positioning · Newsletter & Email Growth

Leadership & Sales: Team Coaching & Training · CRM & Lead Tracking · Partnership Development · Outbound Outreach · Client & Executive Relations

Tools: Canva · Adobe Creative Suite · Meta Business Suite · AI Tools (ChatGPT, Claude, Midjourney) · Asana · Monday.com · MS Suite · Bilingual English & Spanish

EDUCATION

Atlanta Metropolitan State College (Official) — Certificate, Business Administration and Management, General — Atlanta, GA — Jan 2024 – Jan 2025

Year Up United — Project Management — Mar 2024 – Jan 2025

Full Sail University — Certificate, Computer Science — Orlando, FL — Aug 2017 – Feb 2019