

# NATALIA MARTINEZ

## Influencer Marketing Manager

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Fort Lauderdale, Florida

### EXPERIENCE

#### Influencer Marketing Manager

05/2024 - Present

##### W by Jake Paul

Miami, FL

- Launched the brand into the U.S. market, achieving 50M+ impressions within the first 4 months by strategically building and executing a high-impact influencer marketing program
- Orchestrate influencer strategy across Instagram, TikTok, and YouTube to extend brand reach beyond Jake Paul's audience
- Oversee the creation and distribution of AI kits to celebrities and regular influencer kits to ensure seamless execution and maintenance of partnerships
- Assist in managing celebrity co-founder partnerships with high-profile personalities including Livvy Dunne, Arcángel, Sean O'Malley, and Rubi Rose
- Create outside-the-box creative content for W's organic social platforms, elevating brand personality and audience engagement
- Build an ongoing content house for user-generated content (UGC), repurposing assets for paid advertising campaigns
- Identify and negotiate strategic brand partnership opportunities to amplify W's market presence
- Act as social producer and talent manager at events and during brand activations
- Implement rigorous tracking, analysis, and reporting of key performance indicators (KPIs) to enable data-driven decisions and optimize program effectiveness continuously
- Lead relationships with external partner agencies to streamline product promotion and content creation efforts

#### Influencer Marketing Manager

01/2022 - 05/2024

##### Air up inc

Santa Monica, CA

- Launched the brand into the U.S. market, doubling company revenue within 10 months by strategically building and executing the influencer marketing program
- Managed influencer collaborations across Instagram, TikTok, YouTube, and Twitch, driving over 100M impressions in 2022 and 180M in 2023
- Partnered with the digital marketing team to develop innovative and impactful user-generated content (UGC) strategies, achieving a 48% above-average click-through rate (CTR) in 2022 with Avery Cyrus and a 171% above-average CTR in 2023 with KallMeKris
- Oversaw monthly budgets exceeding \$1M, building strong relationships with agencies and creators to grow the influencer network
- crafted briefs and executed 500+ campaigns that significantly enhanced brand visibility and engagement across multiple platforms
- Implemented rigorous tracking, analysis, and reporting of key performance indicators (KPIs), enabling data-driven decision-making and continuous optimization of the program

#### Influencer Marketing Specialist

06/2020 - 04/2022

##### VPX Sports, Bang Energy

Weston, FL

- Managed 500+ influencer partnerships to drive performance and brand awareness within the US market and LATAM division (Mexico, Colombia, Argentina, Chile, Peru)
- Strategically devised and executed LATAM influencer marketing initiatives, elevating Colombia to one of our top-performing markets besides the US
- Efficiently engineered 25 influencer campaigns that collectively boosted brand awareness by 40% and escalated sales conversions by 20% in the US
- Managed and continually optimized influencer database, meticulously tracking KPIs for each strategic partnership
- Audited around 500 pieces of influencer content monthly to ensure it fit the brand's SOPs
- Coordinated 300+ influencers and talent at brand events and content shoots on national and international levels

#### Marketing Intern

05/2019 - 08/2019

##### VPX Sports, Bang Energy

Weston, FL

#### Part-Time Advertising Sales Representative at The Independent

11/2017 - 08/2018

##### Florida Alligator

Gainesville, FL

#### Marketing and Advertising Intern

01/2017 - 03/2017

##### Best Bullet

Gainesville, FL

#### Business Development and Operations Intern

06/2015 - 08/2015

##### Starwood Hotels & Resorts

North Miami Beach, FL

### SUMMARY

Creative and data-driven Influencer Marketing Manager with 5+ years of experience leading 3,000+ partnerships across 30+ global markets. Proven track record of launching brands into the U.S. market, including driving 50M+ impressions in 4 months for W by Jake Paul and doubling revenue in 10 months at Air Up. Skilled in UGC strategy, celebrity partnerships, social content production, and performance-driven campaign execution. Fluent in English and Spanish, with a strong grasp of youth culture, trend forecasting, and brand storytelling across TikTok, Instagram, YouTube, and Twitch.

### KEY ACHIEVEMENTS

#### Successful Market Launch

Achieved 50M impressions in 4 months with a U.S. market launch for W by Jake Paul.

#### Revenue Achievement

Doubled company revenue within 10 months via influencer marketing program at Air up inc.

#### Enhanced Brand Awareness

Managed 500+ influencer partnerships enhancing brand awareness by 40% in the US for Bang Energy.

#### Innovative Content Strategies

Developed UGC strategies achieving 171% above-average CTR with KallMeKris for Air up inc.

### SKILLS

Adobe CC · Asana · Canva · Dropbox ·

Google Analytics · Google Workspace ·

Hootsuite · HubSpot · Microsoft Office ·

Ruby · Shopify · Slack · SMM · Tableau ·

Twitch · TikTok · Archive · Gmail · UGC ·

Instagram · YouTube ·

Influencer Production ·

Social Media Strategy ·

Celebrity Management

### LANGUAGES

English Proficient ●●●●●

Spanish Native ●●●●●

## EDUCATION

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Masters of Arts in Mass <a href="#">University of Florida</a> <ul style="list-style-type: none"><li>• Communications with a Specialty in</li><li>• Social Media (Present)</li></ul>	2023 - Present Gainesville, FL
Bachelor of Science in Psychology <a href="#">University of Florida</a> <ul style="list-style-type: none"><li>• Bachelor of Science in Psychology</li></ul>	01/2020 - 12/2020 Gainesville, FL
Bachelor of Science in Advertising <a href="#">University of Florida</a> <ul style="list-style-type: none"><li>• Bachelor of Science in Advertising</li></ul>	01/2020 - 12/2020 Gainesville, FL
ECornell Social Listening and Community Management <a href="#">ECornell</a> <ul style="list-style-type: none"><li>• Social Listening and Community Management</li></ul>	01/2020 - 07/2020 Remote
Certificate Course in HubSpot Social Media Marketing <a href="#">HubSpot</a> <ul style="list-style-type: none"><li>• Social Media Marketing</li><li>• Certificate Course</li></ul>	01/2021 - 01/2021 Remote

## CERTIFICATION

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ECornell Social Listening and Community Management

Hootsuite platform certification

Hubspot social media marketing certificate course

## REFERENCES

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Valeria Nowotny

Hilton Hotels Worldwide

(305) 570-5579

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Cael Hamel

W by Jake Paul

(603) 915-0662

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Andre Vargas

Air up inc

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