




NATALIA MARTINEZ

Influencer Marketing Manager

Multifaceted, creative, and analytical Influencer Marketing Manager with 4 years of experience managing over 1,000 influencer partnerships across 30+ diverse markets globally. Proficient in executing trend-aware social media campaigns to drive product placement and enhance brand awareness and sales. Seeking opportunities to leverage global perspective and passion for digital and influencer marketing.

CONTACT

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PORTFOLIO

- www.nataliamartinezp.com

EDUCATION

University of Florida

- Masters of Arts in Mass Communications with a Specialty in Social Media (Present)
- Bachelor of Science in Psychology (2020)
- Bachelor of Science in Advertising (2020)

CERTIFICATIONS

- eCornell Social Listening and Community Management
- LinkedIn Google Analytics Training
- LinkedIn SEO Foundations
- LinkedIn Social Media Marketing for Small Business
- Hootsuite Platform Certification
- Hootsuite Social Marketing Certification
- HubSpot Social Media Marketing Certificate Course

SKILLS

- Microsoft Office Suite
- Google Workspace Software
- Adobe Creative Suite
- Dropbox Software
- Asana
- Slack
- Shopify
- Google Analytics
- Tableau
- Canva
- UGC Content Creation
- HubSpot
- Hootsuite Social Media Marketing and Management Dashboard
- GRIN Influencer Marketing Software
- Julius Influencer Marketing Software

EXPERIENCE

Influencer Marketing Manager at air up inc, Santa Monica, CA (May 2022–Present)

- Assist with the planning and execution of the influencer marketing strategy to launch the brand into the US market
 - Successfully doubled the company's revenue within 10 months through strategic influencer partnerships and innovative marketing campaigns.
- Discover, outreach, negotiate and sign influencer partnerships to drive performance and brand awareness
 - Experience with all tiers from Nanos to Megas on Instagram, TikTok, YouTube and Twitch platforms
 - Focus on (but not limited to) Entertainment, Lifestyle, Gaming and Commentary categories
 - Garnered approximately 100M impressions through influencer marketing campaigns in 2022 and 180M in 2023, resulting in significant brand visibility and engagement.
- Draft and maintain influencer and user-generated content (UGC) briefs to ensure the delivery of innovative, high-quality content and campaigns.
 - Achieved a 48% above-average click-through rate (CTR) performance in 2022 with Avery Cyrus and a 171% above-average CTR performance in 2023 with KallMeKris through their UGC content.
- Effectively manage monthly budgets exceeding \$1 million and foster agency relationships to expand the influencer network.
- Implement rigorous tracking, analysis, and documentation of key performance indicators (KPIs) for each partnership, facilitating data-driven decision-making and actionable insights.

International Influencer Marketing Specialist at VPX Sports, Bang Energy Division, Weston, FL (June 2020–April 2022)

- 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.

LANGUAGES

- Spanish
- English

REFERENCES

- Valeria Nowotny
 - Hilton Hotels Worldwide
 - valeria.nowotny@hilton.com
 - (305) 570-5579
- Andre Vargas
 - air up inc
 - andre.vargas@air-up.com
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- Marina Mahamid
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- Jennifer Hannah
 - VPX Sports, Bang Energy Division
 - jennyhannah33@aol.com
 - (305) 799-9704
- Jennifer Gordon
 - BruMate
 - jennikgordon@gmail.com
 - (602) 748-9355

PAST EXPERIENCE & INTERNSHIPS

Marketing Intern at VPX Sports, Bang Energy Division, Weston (May 2019–August 2019)

- Maintained strong social media presence across Instagram, Tik Tok, Youtube and Pinterest platforms by engaging with users and monitoring responses.
- Created content and arranged content calendars for social media platforms.
- Assisted with coordination of brand events.
- Searched for and recruited potential brand ambassadors.
- Participated in the composition of influencer partnership contracts.

Part-Time Advertising Sales Representative at The Independent Florida Alligator, Gainesville (November 2017–August 2018)

- Planned advertising budget and strategy with 50+ local business owners.
- Managed Instagram and Facebook social media platforms for 5+ local businesses accounts.
- Supervised and approved advertisements provided by graphic designers.
- Maintained accounts data base.
- Participated in talent recruitment and training of upcoming interns.

Marketing and Advertising Intern at Best Bullet, Gainesville (January 2017–March 2017)

- Provided copywriting for the company's website to increase brand awareness.
- Created content for multiple company Instagram accounts.
- Increased audience engagement with brand websites by integrating relevant graphics, videos and other online content.
- Assisted marketing team with the development and implementation of social media strategies.
- Researched and identified upcoming social media trends, keywords relevancy and competition positioning.

Business Development and Operations Intern at Starwood Hotels & Resorts, North Miami Beach (June 2015–August 2015)

- Explored the operational and business development branches of 150+ hotels in 30+markets within the Latin America company portfolio.
- Prepared for and engaged in presentation and phone meetings and conferences to discuss operational strategy and business analysis.
- Built and conducted formal presentations on minor operations initiatives.