

## Profile

Passionate global brand marketing executive with a decade of experience crafting innovative & compelling marketing campaigns for luxury fashion & lifestyle brands. Recognized for using the power of social media to build communities, elevate brand visibility, and drive revenue growth with experience leading innovative and diverse teams.

## Education

### Academy of Arts University

San Francisco, CA

Masters of Arts, Advertising & Branded Media Technologies

### Universidad Católica Andrés Bello

Caracas, Venezuela

Bachelors of Science, Multimedia Communications

## Key Skills

- Brand Strategy Development
- Integrated Marketing Campaigns
- Team Leadership
- Budget Planning
- Market Research & Analysis
- Social Media Marketing
- Influencer Partnerships
- Creative Direction
- Product Launches

## Highlights

Pamela Anderson | Aritzia Fall '23

Emma Chamberlain | Aritzia Fall '22 & Spring '23

Usher | Soho House '21

Buchanan's Whiskey | Analiticom '16

Absolut Vodka | Analiticom '15

## Experience

### Head of Global Social Media | Aritzia

January 2022 - Present, Los Angeles

- Increased YoY audience engagement +103% across main accounts by developing an always-on social media & content approach
- Spearheaded first social-led campaign with Emma Chamberlain generating 11+ million engagements on TikTok & Instagram
- Encouraged +40% increase in positive brand sentiment YoY by introducing diverse perspectives and real-life examples to content strategy
- Established Aritzia's first social media & community department, growing team from two to six experts in one-year
- Partnered with C-suite executives and global department heads to implement global strategies and seasonal product launches

### Global Social Media Manager | SET Active

May 2021 - December 2021, Los Angeles

- Increased audience growth and reach by +30% and +100%, respectively, in the first 8 months by rebranding accounts with cohesive art direction and implementing strategic content pillars
- Increased Instagram revenue +60% by diversifying media and creating compelling daily Stories content that drove brand interest and loyalty
- Launched SET Active TikTok presence generating 500K views and 10K comments in the first 60 days
- Managed team a team of five experts focused on creating innovative content and exploring emerging tools and trends

### Social Media Manager | Soho House

August 2019 - May 2021, Los Angeles

- Increased Instagram audience +179% in first two-quarters by implementing strategic content pillars and series informed by community insights and analytics..
- Built dedicated social campaigns for pivotal moments, such as GRAMMYS and Frieze LA that resulted in +93.96% of impressions and +202% of followers
- Established Soho House Los Angeles' first influencer social campaigns with talent and brands such as Prabal Gurung, Usher and George Byrne
- Oversaw content and strategy for the launch of Soho House's Digital Programming Platform "Open House" amid COVID-19 across all five US Instagram accounts increasing our audience by +28% and +145% engagement rate per post

### Marketing Manager | Grandview Public Market

December 2018 - August 2019, West Palm Beach, FL

### Social Media & Brand Specialist | Analiticom

July 2014 - January 2016, Caracas, Venezuela