



MIA CASTILLO

Influencer Marketing Manager

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LinkedIn URL

Influencer marketing manager with expertise in brand collaborations and engagement growth

Influencer marketing manager with 6+ years' experience boosting engagement by 60%, improving ROI by 35%, and driving 40% more sales through creator campaigns.

Key Skills

- Influencer outreach and negotiations
- Social media engagement strategies
- Campaign analytics
- Brand partnerships
- Content collaboration

Professional Experience

Influencer Marketing Manager

TrendSet Brands | Los Angeles, CA | August 2020 - Present

- Increased brand engagement by 60% through targeted influencer collaborations
- Managed a \$500,000 influencer marketing budget, improving ROI by 35%
- Led brand partnerships with high-profile influencers, driving a 40% increase in sales

Education

Bachelor of Science in Marketing

University of Southern California |
2017

Social Media Coordinator

Bright Digital Media | Los Angeles, CA | June 2017 - August 2020

- Coordinated influencer campaigns that boosted brand awareness by 30%
- Assisted in social content planning, growing social media following by over 50,000
- Developed reports to analyze campaign success and optimize future partnerships