

Victoria Hughes





Influencer Marketing Specialist

Innovative influencer marketing specialist skilled in partnership development

Creative influencer marketing specialist with 10 years of experience managing collaborations and building brand loyalty through strategic partnerships. Adept at identifying key influencers and measuring campaign impact.

VH

CONTACT INFORMATION

-  (555) 321-0987
-  email@example.com
-  LinkedIn
-  New York, NY

EDUCATION

- BACHELOR OF ARTS IN PUBLIC RELATIONS | NEW YORK UNIVERSITY | NEW YORK, NY**

KEY SKILLS

- Partnership management**
- Content collaboration**
- Campaign impact analysis**

PROFESSIONAL EXPERIENCE

INFLUENCER MARKETING SPECIALIST | TRENDMARK AGENCY | APRIL 2017 TO PRESENT

- Managed partnerships with 50+ influencers, increasing campaign reach by 45%
- Develop influencer contracts and negotiated terms to ensure alignment with brand objectives
- Tracked campaign performance, achieving a 20% boost in ROI through optimized strategies

SOCIAL MEDIA COORDINATOR | BRIGHT CREATIVE CO. | JUNE 2015 TO MARCH 2017

- Supported influencer collaborations, growing brand engagement by 30%
- Assisted in coordinating photo shoots and video projects with influencers
- Researched emerging trends to identify potential influencer partnerships

CERTIFICATIONS

- Certified Social Media Strategist | Digital Marketing Institute | October 2021