

LOURDES TAYLOR

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SUMMARY

Passionate about creating impactful influencer campaigns, managing budgets, and delivering data-driven insights that drive brand growth. Skilled at collaborating across teams and managing client relationships, I thrive at the intersection of creativity and operational excellence. Excelling in content creation, brand partnerships, and campaign execution, I deliver measurable results and meaningful impact. Always eager to learn and push boundaries, I ensure every project inspires and succeeds.

EXPERIENCE

INFLUENCER RELATIONS MANAGER

Aroma360
Miami, FL

01/2025 to Present

- Launch and scale a global affiliate program, managing 20+ creators monthly to increase brand reach and boost revenue by 30%.
- Negotiate influencer contracts, manage campaign budgets, and collaborate cross-functionally to maximize ROI and brand partnerships.
- Analyze campaign data using CRM and dashboards, optimizing strategies to improve conversion rates by 15% and enhance content performance.
- Deliver professional reports and coordinate with creative and paid media teams to produce compelling content that drives engagement.

INFLUENCER ACCOUNT COORDINATOR

Aroma360
Miami, FL

09/2023 to 12/2024

- Managed influencer campaigns for Disney, Star Wars, and NBA co-branded products, generating \$2M+ in tracked sales and exceeding revenue goals by 25%.
- Developed and maintained strong brand partnerships, coordinating creator outreach, content creation, and campaign execution.
- Oversaw production of 30+ UGC videos monthly, ensuring on-time delivery and alignment with brand messaging and conversion goals.
- Streamlined workflows with Asana and Google Workspace, improving communication and team collaboration.

CONTENT CREATOR & STRATEGIST (Volunteer)

Proclaim Nonprofit
Remote

05/2018 to Present

- Develop content strategies aligned with Proclaim's mission to boost community engagement and promote volunteer initiatives.
- Lead outreach and creative campaigns for the "Love, Life & Light" Concert Series, increasing participation and donations.
- Create and optimize digital content including video and social posts, highlighting nonprofit services and driving audience growth.
- Analyze content performance and refine strategies to align with goals and audience preferences.

SOCIAL MEDIA MARKETING MANAGER

Veracity Asset Solutions
Remote

11/2022 to 12/2023

- Revamped social media strategy, increasing engagement by 60% and followers by 40% across LinkedIn, Instagram, Facebook, and Twitter.
- Designed marketing collateral and content campaigns for major financial services conferences, supporting \$500K+ pipeline revenue.
- Automated workflows with HubSpot and Canva, reducing content production time by 20% and increasing team efficiency.
- Produced cross-platform content that supported lead generation, brand awareness, and conversion goals.

EDUCATION

BA in Interdisciplinary Studies with Concentrations in Sales, Marketing, and Communications

Arizona State University · Tempe, AZ

SEO Certificate

HubSpot

SKILLS

Core Skills: Influencer Marketing | Affiliate Marketing | Campaign Strategy | Content Creation | Brand Partnerships | Social Media Management | Conversion Rate Optimization | Data Analytics & Reporting | Project Coordination | Cross-Functional Collaboration

Technical Skills: Adobe Creative Suite | Figma | Canva | Aspire | HubSpot | Asana | Meta Ads Manager | Google Analytics | Shopify | Microsoft Office | Wix | Framer | CRM Platforms