

# LOURDES TAYLOR

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## SUMMARY

I've built campaigns that convert, brands that resonate, and content that drives measurable results. Fluent in the language of creators, data, and culture, I thrive where storytelling, strategy, and community intersect. With a strong foundation in brand strategy, cross-channel marketing, and campaign execution, I balance creative vision with operational efficiency. Focused on delivering long-term brand growth, I'm ready to lead initiatives that not only inspire but also deliver real, impactful results.

## EXPERIENCE

### INFLUENCER RELATIONS MANAGER

Aroma360  
Miami, FL

01/2025 to Present

- Led and managed a commission-based affiliate program with 20+ influencers each month, driving brand advocacy and consistent sales growth.
- Managed relationships with international influencers across Canada, UAE, and the UK, extending brand reach into global markets.
- Analyzed influencer campaign performance, optimizing strategies to increase engagement and maximize ROI, contributing to 30% monthly sales growth.
- Collaborated with creative, paid media, and marketing teams to produce content, resulting in 15% higher conversion rates and continuous improvement in campaign outcomes.

### INFLUENCER ACCOUNT COORDINATOR

Aroma360  
Miami, FL

09/2023 to 12/2024

- Orchestrated influencer campaigns for high-profile brands like Disney, Star Wars, and the NBA, generating over \$2M in sales and consistently exceeding revenue goals by 25%.
- Built and nurtured relationships with 200+ influencers, improving outreach processes and increasing influencer retention by 50%.
- Managed 30+ video productions per month, with a 1.75+ ROAS, leading to a 40% increase in social media traffic and engagement.
- Produced 80+ UGC videos, directly contributing to higher brand awareness and engagement across platforms.

### SOCIAL MEDIA MARKETING MANAGER

Veracity Asset Solutions  
Remote

11/2022 to 12/2023

- Revamped the company's social media strategy, driving a 60% increase in engagement and a 40% growth in followers across LinkedIn, Instagram, Facebook, and Twitter.
- Developed and executed content that contributed to \$500K+ in revenue during industry conferences and targeted networking events.
- Produced marketing materials for 3 major financial services conferences, strengthening brand presence and securing new partnerships in the commercial mortgage sector.
- Streamlined social media workflows, leveraging tools like HubSpot and Canva, improving team efficiency by 20% and reducing content production time.

### ADMINISTRATIVE INTERN

Veracity Asset Solutions  
Lawrenceville, GA

05/2018 to 08/2021

- Analyzed commercial property market trends, providing key insights that supported the acquisition of \$5M in commercial real estate assets.
- Streamlined and managed digital filing systems, reducing document retrieval time by 50% and increasing operational efficiency.
- Maintained lease compliance records, ensuring 100% accuracy in audits and legal documentation.
- Supported the CEO by providing strategic research and reports that directly influenced business decisions and market positioning.

## 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 | Social Media Management | Content Creation (UGC) | Data Analytics & Reporting | Campaign Management | Brand Partnerships | Copywriting

**Technical Skills:** Adobe Suite | Figma | Canva | Aspire | LTK | HubSpot | Meta Ads Manager | Asana | Google Analytics | Microsoft Office

