

Brielle Cunningham

Influencer & Social Media Marketing

Details

Address

Houston
United States

Phone

8186650094

Email

briellecunningham16@gmail.com

Skills

Social Media Marketing



Influencer Partnerships



Affiliate Marketing



Project Management



Sales Strategy



Content Creation



Pitch Decks & Briefs



Organic Advertising



Data Collection & Wrap Reporting



Links

[LinkedIn](#)

[Social Media Marketing
Portfolio](#)

Profile

A goal-smashing Social Media and Influencer Marketing Maven with several years of experience creating growth-driven results. Adept at securing influential partnerships, conceptualizing social media campaigns that create impacting results, and advanced in increasing revenue through organic advertising. I ultimately hope to be a beneficial addition to your company.

Employment History

Head Of Social Media & Influencer Strategy, Robb P Media

Feb 2022 Remote

- Created and maintained a small, multi-award-winning, inclusive brand that builds women's self-esteem through style.
- Researched and implemented winning social media strategies to increase viewership and fans which helped increase sales by 300% for 3 months straight.
- Custom-designed unique size-inclusive products for women globally featured in several PR packages and magazines.
- Developed and launched viral marketing campaigns, resulting in increased viewership and revenue for clients by at 500% on top-selling products.
- Create growth-driven concepts with influencer talent, often providing inspo boards to help with the creation of deliverables.
- Handle influencer contracts for all collaborations, including monthly partnerships, and negotiating terms with their agencies.

Social Media Strategy & Influencer Partnerships, Freelance

Mar 2015 — Dec 2021 Remote

- Sourced and managed several key influencer relationships for clients in plus-size fashion, hair care, cinema, and entertainment. This resulted in the successful activation of several campaigns through Awin, Aspire IQ, Tagger, Koalified, & Creator lab.
- Created and distributed weekly posts with informative content to a community over 165,000 strong with an organic reach of 300,000 per week.
- Engaged with daily visitors via comments, live stream, and emails that sparked growth for several platforms by 450% (Pinterest, Tik Tok, & Instagram) within 2 months.
- Worked on re-branded campaigns for P&G's haircare brand Aussie which resulted in a 5% increase in influencer conversion rates.
- Develop creative concepts – mailers, events, stunts – for media relations clients. Construct PR pitches, outreach lists, and sample strategies for Aussie haircare.
- Brainstorm influencer and social media strategies that fit within the budget for various shows, movies, and streaming apps (Hulu, Peacock, Netflix, Marvel, DC, Lionsgate).

Influencer & Affiliate Coordinator, L'ange Hair

Mar 2018 – Jul 2018 📍 Los Angeles

- Analyzed advertising metrics to determine which media placements were feasible in highly number-driven decision-making for hair care.
- Developed and executed comprehensive, consistent influencer marketing strategy to build powerful backing of brand identity while enhancing brand awareness & recognition for hair care.
- Sustained organized records of all affiliates and current relationships using several programs.
- Helped with building a strong, visible social media presence with over 50 influencers that resulted in successfully hitting a monthly sales quota of over \$1,000,000+.

Social Media Director, Goucher College

Aug 2013 – Jun 2014 📍 Baltimore

- Create pages, manage channels, and build a strategy for all social media accounts for Goucher's theatre department.
- Created and ran the highest attended summer festival event for the college that resulted in an increase in revenue for 2014 to go towards more programs for the school.

Education

Goucher College, Business Management

Aug 2013 – May 2014 📍 Towson

Western Governors University, B.S. Business Admin - Marketing

Jun 2021 – Dec 2021 📍 Utah

Courses

Facebook Blueprint Ads/ Marketing, Facebook

References

References available upon request