

Fabiola Arroyo, Senior Influencer Marketing Manager

rfg.fabiola@gmail.com

LINKS	LinkedIn , Freelance Portfolio			
PROFILE	Experienced Influencer Marketing Manager with a proven track record of developing and executing impactful influencer campaigns to drive brand visibility and customer acquisition. Leveraging data-driven insights to optimize campaign performance, resulting in significant ROI. Adept at fostering relationships with top-tier influencers across Instagram, Tik Tok, and YouTube.			
EMPLOYMENT HISTORY				
Feb 2024	Influencer Marketing Manager, Ground News <ul style="list-style-type: none">As the only member on the team who speaks Spanish fluently, I focused on bringing on spanish-speaking creators, opening a new market, with the best campaign bringing 138% ROAS.Successfully negotiated and managed partnerships with top-tier YouTube creators, and utilized market research and trend analysis to identify emerging influencers.Developed and implemented innovative influencer campaigns, leveraging data-driven insights to optimize performance and drive meaningful ROI. Average ROAS is 40%.			
Aug 2022	Influencer Marketing Manager, GetYourGuide <ul style="list-style-type: none">Crafted, organized, and executed a campaign from scratch with no budget. Managing to get the participation of 4 micro-influencers and 3 macro-influencers. Resulting in more than 250,000 impressions.Established and nurtured relationships with influencers, fostering a network of brand advocates and ambassadors to amplify our messaging and reach new audiences and markets. Managed our first-ever French campaign.Implemented performance tracking and analysis to measure campaign effectiveness, and managed end-to-end campaign logistics, ensuring seamless collaboration and delivery of impactful content.			
Aug 2020	Social Media Manager, ChairmanMe <ul style="list-style-type: none">Crafted compelling and informative content that significantly contributed to a 21% increase in follower growth.Managed content creation and publication process, ensuring timely and accurate delivery of content.Proactively interacted with an online community, responding to comments, messages, and inquiries in a timely and personable manner.			
EDUCATION				
Aug 2019 — May 2020	Entrepreneurship and Technology Fellowship Program,- UC Berkeley			
Jan 2015 — May 2019	Bachelor's Degree in Advertising and Marketing Communication, Tecnologico de Monterrey campus Monterrey			
HARD SKILLS	Influencer Marketing Social Media Management		Copywriting and Storytelling Content Creation	
LANGUAGES	Spanish	Native speaker	French	B1
	English	Highly proficient	Italian	A2
COURSES				
May 2021	Small Business Marketing Using LinkedIn , Coursera			
Apr 2021	Introduction to CRM with HubSpot, Coursera			