



Jeraldine Alvis

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WORK EXPERIENCE

Macro Influencers

Social Media Assistant (Freelance)

Los Angeles, CA
Sept 2023 - Present

- Collaborate with creators to brainstorm innovative ideas, filming, editing, and ensuring the production of high-quality content for brand deals and organic posts
- Manage and curate a well-organized social media calendar to align with brand deal commitments, ensuring timely delivery and effective promotion

Color Camp - LAQR Inc.

Creative Content & Community Manager
Marketing Coordinator
Operations Associate & Social
Operations Coordinator

Los Angeles, CA
Jan 2023 - Jun 2023
Aug 2022 - Jan 2023
April 2022 - Aug 2022
Feb 2021 - April 2022

- Oversaw social media content creation while efficiently managing a social media calendar across various platforms, resulting in compelling and cohesive brand storytelling that resonated with our audience
- Innovatively created and curated content for social media and paid campaigns, consistently supporting the monthly launch of 2-3 collections that aligned with brand objectives
- Engaged with followers and responded to comments, resulting in a 40% increase in highly engaged social media followers
- Initiated and managed influencer collaboration, partnering with a macro-influencer (249K followers), pitching the concept, overseeing project logistics and marketing plan for a successful product launch
- Identified and fostered relationships with new and existing creators/influencers through organic gifting and affiliate partnerships to enhance brand relevance
- Managed influencer contracts, negotiations, payments, invoicing, and tracking deliverables

Bird Rides Inc.

Sr. Operations Specialist

Santa Monica, CA
Nov 2018 - April 2020

- Streamlined post-acquisition integration of Scoot Rides' operations through training and onboarding management
- Managed promotional programs by tracking eligibility, enrollment, and city requirements
- Collaborated with Compliance to design "No Ride Zones" to decrease rider fraud by 30%
- Presented weekly KPI summaries tracked through Tableau and proposed solutions to senior management

ADDITIONAL INFORMATION

- Excel (VLOOKUP + Pivot Tables), PowerPoint, Klaviyo, Photoshop, Planology, Attentive, Trello, ManyChat, Sanity CMS, Shopify, Asana, Airtable, Gorgias, Zendesk, and Tableau
- Created memorable and positive guest experiences as Minnie Mouse at Disneyland Resort
- Recipient of Macy's Make Magic award for achieving >100% sales goals

EDUCATION

California State Polytechnic University

Pomona CA | Bachelor of Science in Business Marketing Mgmt

Pomona, CA
Sept 2013 - March 2018