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Portfolio

INFLUENCER MARKETING MANAGER | TALENT AGENT

Strategic and results-driven leader with expertise in creator management, influencer marketing, and experiential marketing, backed by a strong foundation in Human Resources. I excel at building and guiding top-tier creators, designing campaigns that drive engagement, audience growth, and revenue. Known for executing immersive brand activations that leave a lasting impact, I blend creativity with operational excellence to foster high-performing, inclusive teams and connect creators, brands, and audiences through innovative, results-driven strategies.

EXPERIENCE

Creator Manager | Brand Partnerships & Social Strategy Freelance

11/22-Present
Los Angeles, CA

Freelance consultant specializing in influencer marketing, creator management, social media strategy, and experiential marketing, delivering high-impact campaigns and immersive experiences.

- Lead influencer marketing, social media strategy, and creator management initiatives, connecting creators with brands to design campaigns that are authentic, strategic, and high impact.
- Plan and execute experiential marketing activations and events, from concept through execution, ensuring immersive experiences that resonate with audiences and drive engagement.
- Partner with business leaders to integrate marketing and creator-focused strategies into broader business goals, enhancing visibility, engagement, and alignment.
- Develop and implement strategic campaigns, providing guidance to creators and marketing teams on content strategy, storytelling, and audience growth.
- Build and maintain long-term relationships with creators, ensuring alignment with brand objectives while fostering talent growth and development.
- Manage cross-functional collaboration with marketing, product, and executive teams to ensure campaigns and activations deliver measurable results.
- Leverage analytics and performance data to optimize influencer campaigns, experiential programs, and social media initiatives.

Head of Creator Partnerships {Part-Time} TAYLORCUTZ LLC

04/19-Present
Los Angeles, CA

Taylorcutz LLC is a barbering company owned by an industry leading barber and content creator that is focused on barbering services, education, product, and content creation.

- Manage and grow creator relationships, negotiating campaigns, partnerships, and activations to maximize revenue and strategic alignment.
- Lead events and pop-ups from concept through execution, delivering immersive brand experiences that drive engagement and retention.
- Develop and implement multi-channel strategies to grow revenue streams, contributing to measurable business performance and EBITDA growth.
- Monitor, track, and optimize campaign performance and retention KPIs, leveraging analytics to inform strategy and improve outcomes.
- Collaborate cross-functionally with marketing, product, and executive teams to align campaigns with organizational objectives and brand goals.

- Provide strategic guidance on talent development, content strategy, campaign planning, and operational execution to ensure optimal performance.
- Oversee creator onboarding, support, and ongoing relationship management, ensuring alignment, professional growth, and long-term engagement.

Senior Director, Human Resources
THE GOLDEN STATE COMPANY

08/21-11/22
El Segundo, CA

The Golden State Company is an organization innovating at the intersection of media and marketing. They are an interconnected house of lifestyle brands and companies operating in the digital media, e-commerce, and agency markets.

- Provided full-cycle talent management support across multiple locations, overseeing recruitment, onboarding, performance, and professional development while leading a team of 1.
- Led recruiting and talent acquisition initiatives, streamlining processes to close hiring needs 65% faster, retaining top performers, and increasing engagement—skills transferable to managing creators and influencer talent.
- Partnered with executive leadership to design and implement team building, talent development, and growth programs, fostering high-performing and engaged teams.
- Standardized processes and operational procedures across multiple organizations, ensuring efficiency, consistency, and scalability for team and talent management.
- Guided leaders on talent strategy, organizational performance, and internal mobility, aligning individual strengths with business and campaign objectives.
- Drove performance and development programs using feedback, coaching, and structured reviews, creating a culture of accountability, growth, and alignment—applicable to managing creators, influencer campaigns, and experiential activations.

Human Resources Director
BOMBSHELL SALON

03/19-10/20
Santa Monica, CA

Bombshell Salon is one of Santa Monica's leading salons focused on professionalism and education to elevate the beauty industry. It is home to a collective of dedicated, educated, and talented stylists who value their craft and believe in being a part of a supportive team.

- Implemented organizational structures and processes to optimize talent management, team performance, and operational efficiency, leading a team of 2.
- Designed and executed development and growth programs to enhance retention, employee satisfaction, and professional growth—skills transferable to managing creators and talent.
- Managed scheduling, time-off requests, and leave processes, ensuring smooth operations and accountability across teams.
- Oversaw team performance, providing guidance on goal setting, feedback, and improvement plans to drive productivity and engagement.
- Led initiatives to ensure regulatory compliance and a safe, functional work environment, including space planning, infrastructure, and operational standards.
- Coordinated operational logistics and planning, transferable to managing events, activations, and experiential campaigns with cross-functional teams.

Human Resources & Talent Acquisition Director
SCALIAN

03/17-03/19
San Diego, CA

Ranked in the top 10 engineering consulting firms in France, the Group provides services in industrial project management, supply chain (costs, quality, deadlines, performance), architecture and development of embedded digital systems and information system applications, big data, and AI. It also deals with project optimization and organizational performance issues, as well as digital transformation challenges for leaders in industry and the service sector.

- Provided global oversight across 3 locations, leading a team of 4 and ensuring alignment, productivity, and operational excellence.
- Developed and implemented talent strategies and retention programs to foster engagement, growth, and long-term relationships with team members.
- Served as a trusted advisor and mentor, providing guidance, coaching, and support to leaders and employees on performance, development, and professional growth.
- Managed full cycle recruiting and onboarding, sourcing, and evaluating top talent to ensure alignment with organizational and campaign objectives.
- Oversaw team development, performance management, and review processes to optimize outcomes and support organizational goals.
- Led planning and execution of internal initiatives and events, aligning teams and creators to drive engagement, collaboration, and high-impact results.

Regional Human Resources Manager
AFLAC

01/15-03/17
Indianapolis, IN

Aflac is the largest provider of guaranteed-renewable insurance in the United States and the largest insurance company overall in Japan, when measured by individual insurance policies in force. Aflac is ranked 137th in the Fortune 500 list of largest United States corporations by revenue.

- Managed multi-region operations and led a team of 22, ensuring alignment, productivity, and seamless execution across multiple projects and initiatives.
- Developed and implemented strategies to recruit, onboard, and retain top talent, fostering long-term relationships and high-performing teams.
- Created and executed growth, learning, and development programs that supported individual performance and organizational objectives.
- Led initiatives to enhance diversity, equity, and inclusion while maintaining engagement and alignment across teams.
- Oversaw operational planning and execution for events, campaigns, and team activations, ensuring efficiency and high-impact outcomes.
- Designed and implemented performance management and feedback processes to optimize team performance, retention, and engagement.

Human Resources Business Consultant
BEAUTY INDUSTRY MANAGEMENT & CONSULTING

12/08-01/15
Indianapolis, IN

Beauty Industry Management and Consulting was a consulting firm focused on providing HR and Business services to service providers that were opening their own salons and beauty focused companies.

- Consulted with salon owners and beauty entrepreneurs to establish HR structures, policies, and procedures, enabling scalable business growth.
- Advised on talent acquisition, onboarding, and performance management, improving team retention and operational efficiency.
- Designed and implemented leadership coaching and employee development programs, strengthening management effectiveness and workplace culture.
- Supported client events, pop-ups, and staff training initiatives, enhancing team engagement and customer experience.
- Partnered with clients to align HR strategies and operational processes with business objectives, driving measurable revenue and growth outcomes.
- Provided ongoing guidance on employee relations, compliance, and organizational best practices, ensuring sustainable and legally sound operations.

EDUCATION

Penn State World Campus

Bachelor of Science, Double Major Marketing / Human Resources

Ivy Tech Community College

Associate of Applied Science, Business Administration

University Park, PA

Terre Haute, IN

CERTIFICATIONS

- PHRca
- SHRM