

Maria Salazar

masalazartellez@gmail.com | 917.755.2419 | [LinkedIn](#)

PROFILE

Community builder and experiential marketing professional with 7+ years creating vibrant online and offline networks for brands. Skilled at producing events, growing engaged digital communities, and building partnerships that foster lasting relationships. Experienced in influencer marketing, social media, and multi-channel campaigns across tech, finance, wellness, and hospitality. Passionate about connecting people, ideas, and brands in ways that create impact.

EXPERIENCE

Consulting: Influencer Marketing & Community Manager — Fiverr **May 2024 – Present**

- Scaled influencer program to 20+ TikTok & Instagram creators, boosting visibility 25% and sales 20%.
- Produced bilingual content for brands including MAËLYS, Ralph Lauren Fragrance, Some by Me and Qunol.
- Managed campaigns from brief to performance report across TikTok and Instagram.
- Built long-term creator relationships for repeat collaborations and paid partnerships.

Community & Marketing Program Manager — The Access Control Collective **March 2025 – May 2025**

- Planned and executed marketing strategy for events for 300+ attendees, building meaningful online and in-person connections.
- Introduced new onboarding and AI automations, cutting registration drop-offs 50% and boosting CTR 60%.
- Grew LinkedIn community by 356% growth in 3 months, increasing engagement 45%.
- Built partnerships with sponsors, vendors, and community groups to expand social media reach.

Event & Partnership Marketing Manager — Arawayuu **May 2018 – Feb. 2025**

- Grew a 5K+ engaged community (78%+ engagement rate, 45K monthly views) through targeted content and influencer partnerships.
- Produced and executed end-to-end GTM strategies 5+ annual events with lululemon and Fabletics, raising attendance 15% YoY growth in event attendance.
- Oversaw and executed experiential brand events, pop-ups, sponsorships and brand collaborations to deepen community ties.
- Managed and oversaw all event logistics: contracts, catering, AV, and digital content.
- Secured media in Fox 5, CBS 8, and San Diego Magazine, boosting brand visibility 30%.

Digital Marketing Consultant — LPL Financial **Sep. 2021 – Jan. 2024**

- Ranked top 5 in lead generation with 70+ new leads and a 50% higher response rate.
- Built customer journeys for nurture campaigns, improving engagement metrics (+20% open rate, +15% CTR)
- Directed marketing strategy and execution for 13+ financial advisors, raising qualified leads 30%.
- Collaborated across departments across design, legal and product to align marketing and client outreach strategies.

Lifecycle Marketing & Communications Coordinator — BD **July 2019 – March 2021**

- Produced weekly global sales & marketing email campaigns, with a 60% CTR, connecting teams worldwide.
- Executed ABM campaigns using Salesforce, raising sales-qualified leads 35%.
- Managed internal communications for corporate events, global town halls, and ARG's appreciation experiences.
- Supported global website rebrand, aligning messaging with updated brand guidelines and messaging.

Public Relations & Marketing Project Manager — Contour PR **Aug. 2018 – Feb. 2020**

- Negotiated and managed over 20+ influencer partnerships.
- Increased hospitality client brand awareness by 40% through targeted CRM and PR campaigns.
- Secured media coverage for 10+ high-profile events, driving both local and national exposure.
- Coordinated venues, vendors and sponsors to improve event experiences.

EDUCATION & CERTIFICATIONS

Entrepreneurship & Innovation	Montclair State University	2024
Product Marketing	Udemy Certificate	2022
San Diego University for Integrative Studies	Master of Arts, Information Technology	2021
Project Management	Google Certificate	2020
San Diego State University	Bachelor of Arts, Communications (Cum Laude)	2017

SKILLS:

Community Management:

- Event Planning
- Experiential Marketing
- Influencer Marketing
- Brand Partnerships
- Project Management
- UGC/Content Creation
- CRM/ Email Marketing
- Social Media Strategy (Facebook, Instagram, TikTok, Pinterest, X)

TOOLS:

- Canva
- HubSpot
- Salesforce
- Marketo
- Google Analytics
- Adobe Creative Suite
- Trello · Notion · Asana
- Sprout · Marketo · Later
- Shopify · Wix · WordPress
- ConverKit · Flodesk · Klaviyo