

ISLA MARTINEZ

Marketing & Community Specialist

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Experience

iHerb, Remote - Global Social Media, Strategist & Content Creator

November 2024 - Present

- Produced original multimedia content (short-form video, carousels, Reels, Stories, etc.) tailored to cultural preferences in key regions
- Led Global Spanish Social Media Strategy across all markets
- Grew global community engagement through interactive content, live events, and audience feedback loops

Bilingual Sounds HD3 Radio, Los Angeles - On-air Radio Host

July 2024 - November 2025

- On-air personality for Latin Alt HD3 Radio in Los Angeles, Fridays
- Participate and create original content for all social media platforms; managing online personality presence

TYMO Beauty, Remote - TikTok Host & Social Media/Community Specialist

April 2023 - July 2024

- Led global digital b2b/b2c, go-to-market launches and campaign strategies
- Managed official **Instagram, TikTok, YouTube, Facebook**: +400% engagement
- Executed cross-functional marketing and achieved viral social media

Group SJR Agency, Los Angeles, CA - Account Manager

Feb 2022 - April 2023

- Executed social media campaigns for NBCU Entertainment (USA Network, E! Entertainment, SYFY)
- Directed client relations and brand communications for NBCUniversal Entertainment & Sports
- Managed influencer partnerships, brand development, content marketing, vendors
- Led organic/ paid social media marketing, ads (Facebook, Instagram), reporting, SEO

CurlMix, Remote - Social Media Manager (Contract)

Jan 2020 - Jan 2022

- Managed social media team, led 5 direct reports' strategy, workflow, responsibilities, goals
- Oversaw social media strategy for Oprah Winfrey's "Oprah's Favorite Things"
- Collaborated with official TikTok & Pinterest staff, platform managers
- Analyzed customer engagement data, identified trends and planned digital growth campaigns across all social platforms

BuzzFeed, Los Angeles - Social Media Manager (Contract)

June 2019 - Dec 2020

- Tracked BuzzFeed Creators Program growth across all social media platforms

- Managed Creators Program YouTube, Instagram, Facebook, Twitter, Tik Tok content and scheduling
- Supervised strategy on Instagram and Facebook (BF Video, Tasty, Bring Me, Multiplayer, As/ Is, etc) and BF's Main IGTV (@BuzzFeed)

Fanthropology Agency, Los Angeles - Social Media Manager

October 2018 - June 2019

- Created client's (Fox, Paramount, Sony, etc.) content calendar, crafted copy and led social tactics
- Collaborated with team to develop creative and innovative campaigns for various studio films; managed assets and deliverables
- Scheduled daily social media content and community management for official film studios' FB, TW and IG accounts

The Hispanic Heritage Foundation, DC - Social Media, Community Manager June 2016 - October 2018

- Managed national social media marketing, grew social media by 3x, 12,000 followers
- Developed digital content, including pr, viral, influencer, celebrity campaigns and communities
- Won Hispanic Public Relations Association's (HPRA), "Campaign of the Year"

Telemundo 52 LA, Los Angeles, CA - Assignment Desk Intern

Jan. 2016 - May 2016

- Assisted Assignment Desk Editor in gathering news information throughout the morning
- Answered and responded to phone calls and emails
- Monitored emergency channels and news sources

NBC Universal, Los Angeles, CA - Development Intern

Sept. 2015 - Dec 2015

- Reviewed tv show scripts in development at NBC Universo, provided feedback and edits
- Viewed sizzle reels for existing series in development and Reviewed recent pitches sent to NBC Universo and completed information on directors, producers & talent

Education

- **California State University, Fullerton** - Bachelor of Arts: Communications, Broadcast Journalism
- **California State University, Fullerton** - Minor: Radio, Television and Film

Skills / Software | Tools

- Professional at Strategic Communications + Data Analysis
- Expert at Social Media Strategy + Marketing + Management
- Competent in Canva, Adobe Premiere, InShot, CapCut
- Experienced in Microsoft Suite, Asana, Slack, Teams, Zoom, Hootsuite, MailChimp, Shopify Publishing

Awards

- Hispanic Public Relations Association (HPRA) - 2018 Campaign of the Year