

# Summer Rose Beltran

Los Angeles, CA | [summerosebeltran@gmail.com](mailto:summerosebeltran@gmail.com) | 562-457-9802 | [www.linkedin.com/in/summerose](http://www.linkedin.com/in/summerose)

## SUMMARY

Strategic and creative Brand Marketing Manager with 12+ years of experience leading brand storytelling, digital campaigns, and social media strategy in the fashion space. As a seasoned content creator, I specialize in crafting service-driven content that people want to save, share, and return to. I've bridged the gap between brands and audiences — building loyal communities and driving countless viral moments as the face of the brand. My work has delivered measurable impact, increasing engagement, boosting e-commerce sales, and bringing bold ideas to life through performance-led, trend-savvy marketing. Combining creative vision with data-driven insights, I thrive as a collaborative leader, shaping impactful brand experiences that resonate.

## PROFESSIONAL EXPERIENCE

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### Ariela & Associates International LLC

*Brand Marketing Manager*

*Social Media Manager*

**Los Angeles, CA**

*Jan 2021- July 2025*

*Nov 2019- Jan 2021*

- Spearheaded the Go-to-Market strategy for e-tail launches and product storytelling, creating integrated campaigns across digital and retail partners—a key driver behind the brand's most successful bra & collection launch in history (500K+ units sold).
- Directed and executed brand campaigns from concept to launch—leading creative vision, photoshoots, casting, and digital asset production by managing agencies and external partners to deliver a unified, high-impact brand story.
- Served as the brand's primary on-camera talent across TikTok, Reels and Amazon Live, combining marketing strategy with engaging storytelling to create viral, performance-driven content. Produced multiple videos surpassing 1M+ views and drove measurable sales impact, including \$17K+ revenue from a single Amazon Live shopping stream (June '25).
- Led the brand's voice and visual identity across digital marketing, email, social, and e-commerce; served as lead copywriter for all branded content, including product descriptions, campaign messaging, and social captions.
- Created, filmed, and edited video content (Reels, TikToks) using trend research, hashtag/keyword strategy, and authentic storytelling. Driving Instagram posts 3–6× above-average reach (up to 6,658 vs. 950), +4.9% followers (+6,027) & 8.6M impressions, and TikTok growth of +79% followers (+4,944) & 496K+ impressions — all organic.
- Owned site merchandising strategy aligned to product drops and sales goals; delivered reporting on performance KPIs and conversion optimization.
- Owned email marketing content, including campaign and automated flow development, integrating trends and brand tone to drive engagement and conversions.

### Dora LLC

*Social Media & Community Manager*

**Los Angeles, CA**

*Mar 2013 - Nov 2019*

- Built and managed a brand ambassador and influencer program from the ground up — overseeing sourcing, contracts, budgets, and performance tracking. Led community management across all social channels, responding to paid and organic engagement daily while nurturing brand loyalty.

- Grew social following from 0 to 100K in a few years by building and executing multi-platform content calendars that aligned product launches, influencer collaborations, trending videos, and brand storytelling.
- Researched industry, competitor, and cultural trends to inform creative development, content calendar ideas, and product positioning.
- Regularly delivered social media and digital performance reports to inform strategy and creative direction; used insights to optimize future content for growth and ROI.

## **ORGANIZATION & LEADERSHIP**

### **Non-Profit Collaborations *Oct 2022- June 2025***

- Created and led Curvy Couture's first social impact strategy, aligning charitable initiatives with brand pillars of body diversity, women's empowerment, and community care.
- Designed a tiered giving framework that led to meaningful partnerships with five major non-profits: the Los Angeles LGBT Center, Keep A Breast, Los Angeles Fire Department Foundation, American Red Cross, and Sisters Network®.
- Coordinated both monetary and in-kind donations, while personally contributing volunteer time to support on-the-ground efforts and deepen the brand's community presence.

## **EDUCATION**

**Fashion Institute of Design & Merchandising, FIDM Los Angeles, CA** ● Associates Degree, Apparel Manufacturing 2008-2010

## **SKILLS**

Brand Strategy · Digital Marketing · Social Media Director & Management · Content Creation · Go-to-Market (GTM) Campaigns · E-Commerce Merchandising · Creative Direction · Performance Analytics · Influencer & Talent Casting · Video Production · Team Collaboration · Copywriting · Bra Educator · Bra Fit Stylist

## **TOOLS & PLATFORMS**

Meta Business Suite · TikTok Ads · Google Analytics · Klaviyo · Shopify · Canva · Figma · Later · Adobe Creative Suite · Salsify · SearchSpring · Amazon Vendor Central · Asana

## **INTERESTS**

Content creation · Trend research · DJing (curating sets for events & digital content) · Community engagement