

UGC Creator and Marketing Assistant with over 4 years of expertise in social media strategy and content creation, adept at crafting compelling narratives that enhance brand visibility and drive audience engagement. Skilled in bilingual communication, visual storytelling, script writing, video editing, and campaign management, leveraging platforms like Instagram and TikTok to execute innovative marketing initiatives. Passionate about building authentic connections, consistently delivering measurable results, and setting new standards in brand development.

Portfolio

Andrea Karina - UGC Creator

Employment history

UGC Creator and Marketing Assistant, Self-Employed, May 2021 - Present
Orlando, FL

- Optimize marketing strategies, achieving measurable engagement growth and brand recognition.
- Implement targeted campaigns, driving noticeable audience growth and brand visibility.
- Develop compelling social media narratives, expanding reach through authentic storytelling.
- Cultivate a positive online atmosphere, enhancing customer satisfaction and nurturing connections.

Brand Ambassador, Mondiale Management, Oct 2024
Orlando, FL

- Crafted engaging content, boosting brand visibility and audience connection.
- Enhanced brand presence at events, driving noticeable interest and engagement.
- Fostered authentic connections with event attendees, enhancing brand loyalty and creating lasting impressions.

Brand Ambassador, Push Talent, Jan 2023 - Mar 2024
Orlando, FL

- Engage customers at events, enhancing brand visibility and recognition.
- Boosted event participation through strategic customer interactions.
- Utilized strong communication skills to convey brand messages effectively.
- Resolved on-site challenges, ensuring smooth event operations.
- Contributed to increased client satisfaction and repeat business.

Social Media & Marketing Assistant, Wedding Venue Map, Apr 2023 - Jun 2023
Orlando, FL

- Monitored the brand's online presence, boosting user engagement and customer relations.
- Crafted and executed social media strategies, aligning with business objectives.
- Produced diverse marketing content, enhancing social media visibility.
- Managed content calendars, ensuring timely and relevant social media posts.
- Collaborated on creative campaigns, increasing social media interaction.
- Implemented data-driven social media strategies, achieving measurable improvements in audience engagement and follower growth.

Director of Volunteers, Orlando International Film Festival, Apr 2023 - Jun 2023
Orlando, FL

- Recruited and trained volunteers, enhancing team readiness and effectiveness.
- Reported team performance to staff, ensuring alignment and progress tracking.
- Led strategic sessions, improving the volunteer program with innovative approaches.
- Coordinated with festival staff to align volunteer efforts with event goals, ensuring seamless execution and attendee satisfaction.

Skills

Bilingual	Social Media Strategy	Audience Engagement	Visual Storytelling
Content Creation	Brand Development	Creative Writing	Campaign Management
Market Research	SEO Optimization	Content Strategy	Influencer Collaboration
Creative Collaboration	Creative Thinking	Strategic Planning	Video Editing