



# Macarena Grao

Influencer Marketing Specialist

Stockholm, Sweden

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## Links

[LinkedIn](#)

## Languages

Spanish (Native)

French (Fluent)

English (Fluent)

Italian (Fluent)

Swedish (Work Proficiency)

## About

I have worked in both Marketing and Production for the beauty, advertising, and entertainment industries for the past 7 years. I am a passionate, proactive, and responsible person, and also extremely organized and detail-oriented. I am currently looking forward to finding a new opportunity that takes my professional experience to the next level. My mother tongue is Spanish, and I'm fluent in English, French, and Italian.

### BRANDS WORKED WITH

Barraca Post

Estrid

Gameloft

TATAM Digital

The Darl

Universidad de Belgrano

## Experience



### Influencer Marketing Specialist

Estrid | Jan 2022 -

- Responsible for the influencer marketing campaign plan in the Italian and French markets as part of Estrid's Brand team. I have also worked as part of the UK market team for 8 months.
- Management of a monthly budget taking our quarterly targets (such as SAC, CPM, and CTR) into consideration
- Daily communication with talent agencies and influencers
- Negotiation of competitive fees to reach our KPIs
- Analysis and reporting of the different campaigns' results on a monthly basis
- Measurement and analysis of consumer trends and preferences
- Ideation of creative briefs for the brands' different campaigns
- Management of Estrid's TikTok account @heyestrid

Visa mindre



### International Executive Producer

Barraca Post | Jan 2020 - Dec 2021

- International sales representative
- In charge of management and coordination of international projects
- Development of a wide client network all over the world



### Creative Project Manager

The Darl | Jan 2020 - May 2020

- Responsible for the relationship with three of the agencies' accounts and for the planning of their marketing annual strategies
- Project management and daily communication with our internal tech and creative teams to supervise different types of deliverables (website, e-shops (Shopify), social media content, podcasts, webinars, and newsletters)



### Influencer Marketing Lead

TATAM Digital | Jan 2019 - Dec 2020

- Development of digital influencer marketing campaigns for different accounts in the mobile app field (Babel, Asana Rebel and Abridge)
- Communication with the clients' representatives on a daily basis for campaign supervision
- Negotiation of competitive fees to match clients' KPIs
- Creative copywriting for the mentioned campaigns
- Analysis and reporting of the different campaigns' results on a monthly

basis

- Measurement and analysis of consumer trends and preferences



### ● **Marketing & PR Manager LATAM South Cone**

Gameloft | Jan 2017 - Dec 2019

- Responsible for both the regional marketing strategy and the annual budget management
- Support provider for both the carrier and advertising business departments
- Administration and supervision of the design department tasks
- Co-marketing campaigns' development (mostly hand in hand with OEMs, carriers, film producers and distributors)
- Forecasts' submission for developing digital marketing campaigns
- Content creation and copywriting (newsletters, social media, articles, infographics, presentations)
- Press relations management

Visa mindre

### ● **Administrative and Accounting Assistant**

Universidad de Belgrano | Jan 2016 - Dec 2017

- Administrative secretary and responsible for tariff reviews
- Customer care both personally and over the phone
- Requests and reports' compiling
- Current accounts' revision and payment ascriptions
- Use of both SunGard and the University's internal management system

## **Education & Training**

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### 2019 - 2019 ● **Université Paris 8**

UFR Texts & Societies,

### 2011 - 2020 ● **University of Buenos Aires**

Master's degree & Teaching degree,

### 2010 - 2013 ● **Universidad del Cine**

Bachelor's degree in Film Directing,

### 2005 - 2009 ● **Escuela Normal Superior en Lenguas Vivas "Sofía E. B. de Spangenberg"**

Bilingual Baccalaureate modalized in Language and Literature,