

Wil Cambrelen

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A growth-driven digital storyteller seeking exciting opportunities in social media and influencer marketing.

EXPERIENCE

Influencer Marketing Coordinator - Palm (Influencer Marketing Agency)

June 2023 - Present

- Source and manage 600+ influencers best fit for Fortune 500 beauty, fashion, and wellness clients resulting in a 13%-25% increase in social media engagement
- Act as point of contact between both client and influencer throughout the campaign by providing communication support
- Review and provide direction on influencers' content submissions before it reaches the client to ensure it meets all requirements/standards of the campaign
- Create educational training guides, email newsletters and documents to support community of influencers
- Manage campaigns from start to finish by keeping tracking of program timelines, reminding influencers of upcoming deliverables, and reporting analytics

Social Media Manager - Alleyoop (Makeup and Skincare Brand)

October 2021- May 2023

- Created viral video content and promotional ads that surpass 3M views
- Grew TikTok following to 98K followers and 1.4M likes from scratch through implementing a diverse content strategy
- Scheduled daily trending posts to drive 10% of website traffic
- Developed TikTok and Instagram presence through trend research, community engagement, and brand relevant content and copy
- Collaborated with paid ad, marketing, design, and influencer teams to produce content that drives success across all departments
- Monitored TikTok Business Suite and other social media listening tools to report on reach, engagement rate, and other analytics across all platforms
- Managed freelance content creators through directing content shoots, writing scripts, and creating shot lists for ads and organic use

Community Manager - Copina Co. (Health and Wellness Brand)

April 2021 - February 2022

Social Media and Community Manager - Krum Cold Brew (Food Brand)

January 2021 - April 2021

Social Media Manager - Karina Boutique (Fashion Store)

September 2020 - August 2021

EDUCATION

Stockton University

B.A. in Communication Studies, Public Relations and Advertising

3.8 GPA / Dean's List Honors

TECHNICAL SKILLS AND PLATFORMS

Photoshop, Adobe Illustrator, Canva Pro, Later, Social Insider, Notion, Shopify, MailChimp, Affiliatly, Klaviyo, TikTok, Instagram, Airtable, FloDesk, Asana, Sprinklr