MARCUS T. ALLEN

HOUSTON, TX • (616) 301-5658 • allemarc09@gmail.com

PROFESSIONAL SUMMARY

INFLUENCER MARKETING MANAGER with extensive experience **drafting**, **activating**, **overseeing**, and executing **social media campaigns** across **TikTok** and **Instagram** that drive **awareness** and **engagement**. Detail-oriented **problem solver** adept at **tracking**, **reporting**, and **analyzing** key **metrics** to prepare **actionable insights** that support **decision-making** and foster **improvement**. Dedicated **team player** leveraging **interpersonal and communication skills** to forge strong **relationships** with **influencers** and **clients**, establishing and sustaining strong **partnerships** and safeguarding **alignment** on **messaging**.

AREAS OF EXPERTISE

- ✓ *Influencer Marketing*
- ✓ *Social Media Campaigns*
- ✓ *Market Research*
- ✓ *Analytics & Reporting*
- ✓ *Product Marketing*
- ✓ *Client Relations*
- ✓ *Budget Management*
- ✓ *TikTok & Instagram*
- ✓ *Brand Partnerships*

SELECT ACHIEVEMENTS

- Owned Pantene's largest **influencer marketing campaign** for the 2021/2022 fiscal year across **TikTok** and **Instagram**, allocating a $570K **budget** to find, vet, and obtain **influencers**, craft **creative briefs**, **activate campaigns**, and **conduct reporting** to generate **insights** for **future improvement**.
- Successfully **activated** Super Nature Haircare's Costco **return campaign** in 2023, more than doubling overall **engagements** from the previous year's **activation**.
- Introduced Pantene's first **ambassadorship** on **TikTok**, working with **influencers** that participated frequently in Pantene **campaigns** to build **credibility** among **social media following**.

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Crispin Porter Bogusky ***(Formerly MMI Agency)*** – Houston, TX **01/2021 – 08/2023**

Influencer Marketing Manager

- Headed **influencer marketing campaigns** with **brand partners** including Pantene, OLAY, Joy+Glee, HairFood, Hair Biology, Nature's Sunshine, and Super Nature Haircare, guiding **campaigns** from **conceptualization** to **execution** and **reporting** to boost **brand awareness**, **engagement**, and **sales**.
- Expanded the network of influencers, performing **research** and **market analysis** to determine **optimal fits** for **campaigns** and **programs** while utilizing **communication skills** to **build** and **maintain relationships** with **influencers** and **brand partners** to sustain **strong partnerships**.
- Continuously performed **research** into **trends** and **consumer interests**, identifying **cultural tendencies** and **educating** the entire **team** on appropriate **marketing** and **branding best practices**.
- Reviewed **influencer content** to ensure **alignment** with **FTC guidelines**, **safeguarding compliance**.
- Performed a variety of **ad hoc responsibilities** including participating in **client meetings**, assisting with **proposals**, **presentations**, and **pitches**, and **drafting campaign briefs**.
- Served on the company **DEI taskforce**, collaborating **cross-functionally** with colleagues throughout the organization to **build resources** for employees and create a welcoming and **inclusive environment**.

Previous Experience: **Sheraton Grand Chicago** – *Guest Services Manager*
Hilton Garden Inn Chicago Downtown Riverwalk – *Front Office Manager*
Hampton Inn & Suites Chicago-Mt. Prospect – *Front Office Manager*

EDUCATION

Bachelor of Science (BS), Hospitality & Tourism Management
Grand Valley State University