

**Name :**

Sophia Martinez

**Profile Summary :**

Canadian marketing strategist focused on influencer marketing, social campaigns, and brand storytelling for lifestyle and beauty brands.

**Contact :**

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**Academics :**

MBA in Marketing – University of Toronto (2020), Coursework: Brand Management, Digital Marketing, Consumer Behavior

**Certifications :**

Influencer Marketing Academy (2020), Google Analytics (2021)

**Achievements :**

Scaled influencer ROI by 4x, Managed 120+ influencer partnerships, Featured in 'Top Marketing Professionals Canada'

**Experiences :**

Influencer Marketing Lead at TrendSet (2020–2023) - Designed influencer campaigns for skincare and fashion brands - Managed team of 5 coordinators - Negotiated contracts with key influencers

**Projects :**

- Managed influencer campaign for skincare brand with 120 influencers, resulting in 4x ROI - Launched YouTube content collaboration strategy for lifestyle brand

**Hobbies :**

Painting, Hiking, Blogging