

Marketing & Influencer Relations

SARA CHOI

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Skills

Influencer Relations, Social Media Marketing, Email Marketing, Brandboom, Shopify, Communication, Seeding, Coordinating, Partnership Negotiations, Microsoft Office, Google Drive, Google Analytics, Affiliate Marketing,, Content Creation, Keynote, Reporting, Brand Ambassador

Experience

SAG-AFTRA / Actress

JUNE 2013 - PRESENT, LOS ANGELES, CA

Working on camera as talent for national brands and advertising agencies. Networking within the entertainment industry to build connections for talent/influencer partnerships, seeding, photoshoots, content creation, campaigns, and brand deals.

ROYAL BLUNTS / Promotional Marketing

SEPT 2023 - PRESENT, ORANGE COUNTY, CA

Executing marketing activations and events. Product education through sponsored events and sampling.

THE GOODS GROUP / Influencer Coordinator

MARCH 2019 - PRESENT, LOS ANGELES, CA

Influencer research and coordination. Seeding products, tracking execution of deliverables, and managing partnerships through a personal built network of influencers, athletes, celebrities, artists, stylists, and industry connections.. Developing in house and user generated content. (Streetwear brands include: Kuwallatee, Publish, EPTM, Beverly Pills, Diamond Supply Co, and Valabasas).

INSOMNIAC EVENTS / Social Affiliate Coordinator

SEPTEMBER 2022 - JANUARY 2023, CALABASAS, CA

Assisting in managing the social affiliate program. Opting affiliates into shows, managing deliverables, advancing shows and assisting credentials with any issues on show days. Creating media value and sales reports and designing influencer decks.

ROBIN K USA / Social Media Marketing Coordinator

JULY 2018 - MARCH 2020, VERNON, CA

Managing social media accounts for various brands under the ecommerce umbrella. Planning campaigns, content, and desired project objectives. Coordinating photoshoots, events, partnerships, giveaways, and placements with influencers, celebrities, stylists, and entertainment industry professionals. Invoice processing and budget proposals. Coordinating influencer events and popups. (Brands include: Konus, Blankstate, and Asoph)

INDEPENDENT CONTRACTOR / Lead Brand Representative, BA

FEBRUARY 2012 - April 2018), LOS ANGELES, CA

Managing, scheduling, and hiring brand ambassadors for various brand activations. Reporting event analytics to management. Interacting with consumers to leave a positive brand experience and increase product awareness. (Companies: SwisherSweets (LEAD), Celsius, Samsung, FlexSeal, Best Buy, Miller Lite, many more)

MUSCLE MILK / Street Team Marketing

JUNE 2010 - JANUARY 2012, MINNEAPOLIS, MN

Planning and executing marketing activations and events. Product education through sponsored events and sampling.

Education

University of Minnesota Twin Cities / School of Journalism & Mass Comm.

SEPTEMBER 2008 - JANUARY 2012, MINNEAPOLIS, MN

Majored in strategic communications with a focus on public relations and a minor in leadership. Member of Alpha Omicron Pi sorority as social chair sophomore and junior year. Planning, organizing, and executing social events throughout the year. Communicating with other chapters to coordinate mixers, weekly reports to alumni advisors and chapter members. Maintaining strong communication within the organization. Coordinating formals and events with a \$10k budget.