DARLYN BATISTA

Digital Marketing & Public Relations | [Portfolio](https://darlynbatista7.wixsite.com/darlynbatista)

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**WORK EXPERIENCE:**

**Gallery Media Group, New York, NY October 2023 – Present**

*Influencer Marketing Coordinator*

* Lead multiple influencer campaigns across Consumer Packaged Goods (CPG), Beauty, and Fashion industries.
  + Previous campaigns include Garnier Holiday, Kroger Delivery, Spanx, MCoBeauty, Keurig, Differin
* Identify and source talent tailored to specific client and campaign goals.
* Conduct outreach to potential influencer partners, presenting collaboration opportunities.
* Analyze campaign budgets to negotiate favorable terms and oversee campaign execution.
* Develop comprehensive creative briefs for influencer campaigns, aligning with client objectives.
* Coordinate briefings with influencers via calls and emails, ensuring clear communication of expectations.
* Review influencer content to provide constructive feedback, balancing creator creativity with client needs.
* Negotiate contracts and onboarded influencers to ensure seamless collaboration.

**ModeWorld, New York, NY January 2023 – May 2023**

*Public Relations Intern*

* Curated appropriate media lists to expand company network and connections while maintaining strong relationships with media companies and journalists.
* Assisted Showroom Coordinator with sample trafficking and logistics by utilizing FashionGPS.
* Monitored media coverage for several accounts including fashion, arts & culture, and projects. Accounts included clients such as K-Swiss, Agmes, Missoma, JINS, and Rentrayage.
* Drafted market pitches weekly for all accounts.
* Maintained a clean and organized showroom.
* Organized and presented necessary press clippings for clients daily.

**THG Beauty New York, NY** **August 2022 – December 2022**

*PR/Influencer Intern*

* Conducted influencer sourcing and outreach.
  + Utilized Excel spreadsheets to maintain an organized database including necessary information such as contact information, reach, handle, and outreach status.
* Maintained relationships with influencers and talent agencies.
  + Secured Kensington Grey’s entire Beauty/Skincare roster of 25+ well-known influencers such as Monet McMichael.
* Coordinated PR send outs on a weekly basis along with product launches and holiday campaigns.
* Updated contact databases daily.
* Analyzed data from a variety of sources to create detailed, on trend press pitches.
  + Utilized Mintel Reports, Google Trends, and personal knowledge/observation of pop culture to present ideas/pitches.
* Collected research for a weekly competitive analysis report.
  + Presented weekly report to managers during TB meetings.

**EDUCATION:**

**Fashion Institute of Technology, State University of New York** **May 2023**

*Bachelor of Applied Science, Advertising & Marketing Communications*

**Relevant Courses:** Brand Management, Principles of Public Relations, Internet Marketing, Copywriting, Research Methods in Integrated Marketing Communications, Event Marketing & PR.

**SKILLS:**

Microsoft Office, Google Suite, Adobe Cc, Mintel Reports, Launch Metrics, FashionGps, Press/Market Pitching, Strategizing, Problem Solving, Organizing, Copywriting, Negotiating, CreatorIQ, Captiv8.

**LANGUAGES:**

English (Fluent), Spanish (Fluent)