



Book



LinkedIn

Emma Shina

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PROFESSIONAL EXPERIENCE

Influencer & Paid Media Marketing Coordinator - Modify *May 2024 - Current*

- Drove a 66% YoY increase in influencer marketing efficiency by streamlining workflows and optimizing campaign execution across five enterprise brands.
- Led influencer partnerships end-to-end, achieving a 47% lift in engagement success through strategic creator selection, performance tracking, and content optimization.
- Executed full-funnel, data-driven campaigns across paid, influencer, and organic channels for brands like Kleenex®, Huggies®, and Elanco®, delivering measurable ROI and audience growth.

Book Author - We're All the Same, Reused Thoughts *Jan 2025 - Current*

- Wrote and managed the publication, writing, editing, and marketing of my poetry book.

Social Media & Influencer Partnerships Coordinator - Evoke Muse *Jan 2025 - Sept 2025*

- Coordinated partnerships with influencers & sponsorships for all brand events.

Brand Media Manager - SuperWell Studios *Feb 2024 - May 2024*

- Expanded LinkedIn network by 500+, boosting B2B outreach success by 47%, successfully surpassing all milestones on schedule.

Micro-Marketing Influencer - Black Sheep Marketing *Oct 2023 - Oct 2024*

- Curated, edited, and published over 20 social media posts achieving 10%+ engagement rates per post.
- Analyzed and communicated post performance insights, ensuring timely submission of reports.
- Invited back to campaigns due to professionalism, high engagement, and energy in each project.

AFFILIATIONS & AWARDS

2025 Sandie Award Winner

Marketing Strategy - Individual *June 2025*

- Created a data-driven, award-winning full-funnel marketing strategy for a local non - profit, Crisis House San Diego through my proposal Marketing to Make a Change.

American Marketing Association Member

Events Committee & Standing Member *Jan 2024 - Current*

- Collaborate with peers and professionals to organize events that boost professional development.

Ambassador

Guayaki Yerba Mate *June 2024 - Current*

- Organize and execute sustainable marketing efforts across social platforms to increase brand awareness.

The Look Magazine

PR, Social Media, Creative Writing *Feb 2023 - Feb 2024*

- Top contributor of creative writing pieces and marketing coordinator marketing

SKILLS

- **Platforms:** Google Suite, Microsoft, Meta Business Suite, Google Ads, Pinterest Ads, SA & DV360, TikTok Ads, ClickUp, Upfluence, Slack, Canva, Motion, Adobe Express, Sprout.
- **Skills:** Paid Media, Copywriting, Strategy, Negotiation & Vetting, Creative Briefing & Analysis, Audience Building, Influencer & Organic Social, Passionate, Enthusiastic, Adaptable.
- **Certifications:** Google Ads App, Analytics, Display, & Search, Amazon Ads, Skai, Trade Desk.

EDUCATION

B.S. Marketing – San Diego State University, *Magna Cum Laude*