

PAULA GIL

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SUMMARY

Detail oriented and creative marketing professional with hands on experience in influencer outreach, digital campaign execution and creator relationship management. Passionate about storytelling, brand partnerships and building community through strategic influencer marketing. Seeking a role where I can support cross functional teams, strengthen influencer pipelines and contribute to impactful campaigns.

WORK EXPERIENCE

Talent Coordinator Intern

Precious Cargo Agency (Remote – LA)

Jun 2025 – Present

- Identified and researched aligned creators for lifestyle and beauty campaigns.
- Pitched 200+ brands with customized decks and managed high volume creator communications, achieving a 45% open rate.
- Coordinated 50+ influencer campaigns from outreach to deliverables, including tracking and reporting product send outs.
- Maintained organized influencer trackers and strengthened creator relationships through the partnerships email, consistent communication and proactive support.

Commercial & Digital Marketing Intern

Jun 2023 – Aug 2025

Proyecto HG (Bogotá, Colombia)

- Executed digital marketing campaigns for a property launch, contributing to a 15% increase in buyer sales.
- Managed content calendars, paid ads and CRM data for ongoing projects.
- Coordinated client communications, reporting and project updates.

Events Ambassador Intern

Palmer Museum of Art (State College, PA)

Jan 2025 – May 2025

- Assisted in planning and executing five major campus events, ensuring smooth operations and guest engagement.
- Conducted outreach to student groups to increase awareness of museum initiatives.

Bachelor of Public Relations, minor in Entrepreneurship & Innovation

EDUCATION

Aug 2022 – May 2026

The Pennsylvania State University – University Park, PA

SKILLS

Languages	English (Fluent), Spanish (Fluent), French (Basic.)
Influencer Marketing:	Outreach, sourcing, campaign tracking, reporting, gifting coordination, CRM.
Tools	Notion, Excel, Canva, Beacons, Gmass, etc.
Content	Social strategy, AP Style writing, digital storytelling, copywriting and scripting.

CERTIFICATES

- Hootsuite Platform Certification
- HubSpot Inbound Marketing Certification