

KELLY ANDERSON

Social Media & Influencer Marketing Strategist

PROFESSIONAL SUMMARY

Performance-driven digital marketing professional with 10+ years of experience managing influencer campaigns, scaling social media channels, and creating brand-aligned content across Instagram, TikTok, Snapchat, Facebook, and X (Twitter). Skilled in leading full-funnel digital marketing campaigns for DTC, e-commerce, and service-based brands across wellness, beauty, pet care, and lifestyle industries.

EMPLOYMENT HISTORY

INFLUENCER MARKETING SPECIALIST

Nov 2024 - Present

Austin Plastic Surgeon

Austin, TX

- Lead influencer marketing strategy for beauty, wellness, and aesthetics brand; manage campaigns across TikTok, Instagram, and Snapchat.
- Coordinate UGC production, influencer vetting, and contract negotiation to streamline brand collaborations.
- Increased organic reach by 30% by building a scalable, cross-platform content strategy optimized for engagement and lead gen.
- Analyze engagement data and conversion metrics to guide content optimization and ad spend allocation.

CONTENT CREATOR / DIGITAL BRAND OWNER

Oct 2021 - Present

Clone Kitty

Austin, TX

- Built a high-performing personal brand from scratch with over 140K TikTok followers and 85K Instagram followers.
- Partnered with top-tier brands (PETCO, Pretty Litter, Casper) to produce sponsored content and affiliate promotions.
- Drive 20% YoY growth in audience engagement by using platform analytics, trend forecasting, and niche-specific storytelling.
- Managed cross-channel content calendars, brand messaging, and community engagement to boost loyalty and CTR.

SOCIAL MEDIA MANAGER

Jul 2016 - Sep 2019

My Lead System Pro

Remote/Austin, TX

- Managed social media strategy for B2B coaching and personal development brand across Facebook, Instagram, and Twitter.
- Developed influencer partnerships and led branded content campaigns that increased engagement by 30%.
- Built out community groups and leveraged user testimonials to support organic growth and email funnel performance.
- Executed weekly editorial calendars, Story content, and paid social campaigns focused on conversion optimization.

PROJECT MANAGER

Aug 2015 - Aug 2018

Mancomm

Austin, TX

- Oversaw digital and print project delivery for regulatory content publisher.
- Delivered a 15% increase in engagement through process improvements and stakeholder alignment.
- Maintained 95%+ on-time completion rate while reducing operational costs by 10%.

CEO & CO-FOUNDER | DIGITAL CAMPAIGN DIRECTOR

Jan 2008 - Jan 2021

One World Conservation

Austin, TX

- Launched and scaled nonprofit through targeted social media strategy, influencer marketing, and grassroots campaigns.
- Increased donations and membership by 25% through creator partnerships and impact-driven content.
- Managed content strategy across Instagram, Facebook, and X to drive awareness, reach, and advocacy actions.

EDUCATION

BACHELOR OF ARTS IN MARKETING

2008 - 2012

St. Edward's University

Austin, TX

SKILLS

Influencer Marketing, Social Media, TikTok, Instagram, Facebook, Content Strategy, Digital Marketing, Campaign Management, Analytics, Project Management, Brand Development, UGC, SEO.