

Kerry McCarron

EXPERIENCE

Marketing & Business Development Director (Freelance)

[Ghostlamp](#) Apr 2017 - Jul 2017

- Prospected and built relationships with Agencies and Brands in Spain that could see revenue growth through influencer marketing
- Consulted with brands in developing creative briefs for influencer campaigns in order to procure compelling branded content that contributed to their marketing KPIs
- Designed and developed pitch decks and marketing communications for potential clients
- Facilitated product marketing feedback, communicating with developers to improve product functionality and features

Brand Marketing & Strategy MBA Intern

[Homebell](#) Jun 2016 - Aug 2016

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Los Angeles, CA

SKILLS

Project Management

Marketing Strategy

Branding

Media Strategy

Consumer Insights

Client Management

Partnerships

Corporate Social Responsibility

CRM

EDUCATION

Master of Business Administration (MBA)

[ESADE Business School](#)

Apr 2017

Social Entrepreneurship, Brand
Marketing

Bachelor of Arts

[UC Irvine](#)

Jun 2010

Film & Media Studies, Management