

ALEX MIRANDA-WEINSTEIN

Social Media & Creator Marketing Strategist

📍 San Francisco Bay Area | ✉ alex.miranda.weinstein@gmail.com | 📞 (650) 815-5534 | 🌐 themexicanjew.com

PROFESSIONAL EXPERIENCE

CLTR LAB

Creative Strategist & Project Manager | March 2024 – Present

Gen Z-focused creative agency developing creator-led campaigns and social strategies for brands across beauty, entertainment, lifestyle, and culture.

- Led creator sourcing, partnership management, and campaign execution for creator programs ranging from evergreen content initiatives to large-scale cultural moments and live events.
- Identified emerging social trends, creators, and platform opportunities to inform client strategy through recurring trend forecasting reports.
- Contributed creative concepts and creator partnerships for Pinterest campaigns, including Coachella, NY Liberty, NYX, Urban Decay, and cultural trend activations generating 10M+ cumulative views across TikTok and Instagram.

META

Content Specialist | August 2023 – January 2025

- Analyze emerging creator trends and content behaviors across TikTok, Instagram Reels, and Facebook ecosystems to identify strategic opportunities.
- Conduct competitive content audits and creator analysis to inform platform content strategy and improve user experiences.
- Develop presentations and strategic reporting around content performance, trend adoption, and audience engagement patterns.
- Monitor cultural moments, entertainment releases, creator trends, and platform shifts to support timely content recommendations.

TIKTOK

Content Operations Associate | January 2021 – August 2023

- Collaborated cross-functionally with Content, Product, Marketing, Partnerships, and Operations teams to execute content initiatives and platform programming.
- Supported promotional strategy and audience growth initiatives for high-profile livestream events including the Ratatouille Musical, Oscars red carpet coverage, and Rosalía's MOTOMAMI livestream, reaching audiences of millions of viewers globally.
- Identified and sourced high-performing user-generated content for marketing campaigns, PR initiatives, and platform storytelling.
- Conducted content quality analysis and audience insights reporting to support platform-wide content experiences.

FREELANCE

Freelance Social Media Strategist & Creator Marketing Consultant | June 2020 – March 2021

- Developed social media strategies for brands and creators ranging from 10K to 100K+ followers.
- Grew the brand Dime Bags' TikTok account from 0 to 50K followers in six months by developing the content strategy, creator partnerships, and short-form video approach from the ground up.
- Created short-form video content, creator campaigns, and social-first marketing initiatives across TikTok, Instagram, Pinterest, YouTube, and X.
- Managed influencer sourcing, outreach, negotiations, and campaign execution for consumer brands.
- Analyzed social performance metrics to optimize content strategy, audience growth, and campaign effectiveness.

THE JUNK & DISORDERLY GIRLS (TJDG)

Creative Consultant & Marketing Advisor | October 2019 – Present

Women-owned vintage and sustainable fashion e-commerce startup focused on community-driven resale and live commerce.

- Advised leadership on social strategy, creator partnerships, and brand positioning, helping grow Instagram presence from 0 to 15K followers.
- Support campaign development, pop-up activations, brand collaborations, and community engagement efforts.
- Develop creative concepts and marketing strategies across social, livestream, and e-commerce channels.

SOCIETY ROW

Digital Marketing Lead | June 2020 – September 2020

Creative fashion agency supporting inclusive and emerging brands through content creation, brand storytelling, and digital marketing.

- Developed social content strategies and digital marketing initiatives across TikTok, Instagram, YouTube, and Spotify.
- Managed and mentored a team of five interns, overseeing project execution, task delegation, and client deliverables.

CORE SKILLS

Content Strategy • Creator Marketing • Influencer Partnerships • Trend Forecasting • Community Growth • Campaign Development • Social Media Strategy • TikTok • Instagram • Pinterest • YouTube • Creator Brief Development • Audience Insights • Short-Form Content • Influencer Outreach

EDUCATION

California Polytechnic State University, San Luis Obispo | Graduated June 2020

Bachelor of Science

Event Management & Integrated Marketing Communication