

Aaron Hughes

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Influencer Marketer with a pulse on culture and a global perspective, specializing in the execution of high-impact social campaigns across tech, CPG, entertainment, and pharma.

EXPERIENCE

Sales Operations Manager – *Linqia (Influencer Marketing Agency)*

Feb 2026 – Present

- Lead end-to-end RFP process for concurrent proposals ranging from \$100K to \$5.5M, coordinating cross-functional teams including strategy, creative, paid media, analytics, and senior leadership.
- Exceed company new business win rate by 9 percentage points (56% personal vs. 47% company average) by building insight-driven proposals tailored to each brand's taste, objectives, and KPIs.
- Built an org-wide pricing framework leveraging first-party data from influencers to establish market-validated, dynamic rates that adapt to the continually shifting creator monetization ecosystem.
- Manage campaign budgets, strategic spend allocation, and revenue forecasting utilizing Salesforce for pipeline accuracy and on-time delivery from brief to final signature.

Creator Partnerships Manager – *Linqia*

Dec 2024 – Feb 2026

- Executed full creator campaign lifecycle for brands including Verizon, Chevy, MGM, and DoorDash — from vetting creators to negotiating contracts, usage rights, deliverables, and overseeing live events.
- Managed simultaneous campaigns while coordinating 30+ influencer and celebrity relationships, strategically allocating \$50K–\$750K in creator spend per campaign to maximize brand-fit and ROI.
- Developed influencer strategy for brands entering or scaling their presence across Instagram, TikTok, and YouTube, translating campaign briefs into social-native content across tech, sports, CPG, and pharma.
- Served as primary point of contact for talent agencies including those representing Paris Hilton and NFL players, providing high-touch relationship management that drove a 40% repeat partnership rate.

Creative Brand Strategist – *Ulike Group (Beauty Tech)*

Mar 2023 – Nov 2024

- Increased brand awareness by 24% in the UK and generated 14K+ searches in the first week of a London Underground OOH campaign by developing strategy and assets to promote the 2024 brand launch.
- Secured 2025 product placements in Sephora and Nordstrom, unlocking potential \$1M+ in annual revenue by creating sales pitch decks using Figma and leading team presentations to company reps.
- Strengthened brand favorability by 33% per third-party data by leading a US market rebrand, conducting research and 1-on-1 interviews to establish a distinct identity and messaging framework.

Marketing Strategist – *Outisan (Outdoor Tech Startup)*

Feb 2022 – Mar 2023

- Launched a successful crowdfunding campaign for an innovative tech product, raising \$500K+ by overseeing HTML/CSS web development, go-to-market strategy, and video production.
- Improved email open rates from 12% to 23% within 3 months by overhauling segmentation strategy and utilizing Klaviyo, resulting in higher engagement, conversions, and revenue growth.

Marketing Consultant (Part-Time) – *HeXi F&B Management*

Apr 2021 – Jan 2023

- Increased WeChat subscribers among international clientele by 28% and cut order errors by 20% by redesigning digital and in-store menus using Adobe Suite, copywriting, and UI/UX principles.

Growth Marketing Strategist (Part-Time) – *RAEV Bikes*

Jun 2020 – Jan 2022

- Grew a Facebook community to 3,000+ followers within 2 months by producing digital ads and supervising Chinese-to-English translation to establish consistent messaging for the brand launch.

LEADERSHIP EXPERIENCE

Co-Founder – *Brownies Branding Agency*

May 2022 – Dec 2022

- Forged partnerships with small brands and major global manufacturers by learning and carefully navigating foreign business customs and practices in China during COVID-19.

Department Chair – *Shenzhen King's Kindergarten*

Sep 2019 – Apr 2021

- Led cross-functional collaboration; utilized social media management tools to support public outreach.

EDUCATION

B.A. in Marketing, Broad College of Business – Minors in IT Security and Spanish | GPA: 3.9

SKILLS & INTERESTS

Skills – Fluent in Mandarin | Contract & Deal Structuring | End-to-End Campaign Management | Intentional AI Integration | Adobe Products | Salesforce | Google Analytics | CreatorIQ | HubSpot | TikTok Creator Marketplace

Interests – Blender & After Effects, Marathon Training, Photography, Embroidery, Medieval History, Film

Portfolio – [Past Work](#) | [Creative Strategy Portfolio](#)