

INGRID CHARGOY

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PROFESSIONAL SUMMARY

Creative and data-driven Senior Social Media & Digital Marketing Specialist with 8+ years of experience leading brand strategy, social campaigns, and influencer activations in the beauty space. Proven track record of growing brand presence across Instagram, TikTok, and emerging platforms, managing high-performing teams, and generating multi-million-dollar EMV through organic and paid influencer campaigns. Adept at interpreting analytics to drive content, optimize campaigns, and lead cross-functional digital initiatives.

SKILLS

Tools & Platforms:

Hootsuite, Dash Hudson, Sprout Social, Lefty, Tagger, Rival IQ, Meta Business Suite, Google Ads, Google Merchant Center, Amazon Seller Central, Klaviyo, Shopify, ShipStation, Canva, CapCut, LumaFusion, Adobe Premiere Rush, Photoshop (basic), Illustrator (basic), Microsoft Excel, Google Workspace, Microsoft Office

Key Skills:

Strategic Social Planning, Influencer Marketing (Paid & Organic), Short-Form Video Strategy, Social Listening, UGC Direction, Paid Social Ads, KPI & Analytics Reporting, Trend Forecasting, E-Commerce Strategy, Team Leadership, Brand Voice Development, Agile Workflow, A/B Testing

PROFESSIONAL EXPERIENCE

American International Industries – Los Angeles, CA

Senior Social Media Manager | Jun 2023 – Present

Brands: Satin Smooth, GiGi Spa, and Bye Bye Blemish.

- Lead digital and social strategy across five beauty brands, with a primary focus on Instagram and TikTok growth, content direction, and influencer activations.
- Grew TikTok views by **339%** and followers by **40% YoY** for Satin Smooth, achieving **8.3M video views** and **10.5K+ new social engagements** monthly.
- Managed TikTok and Instagram content calendars, trend implementation, and performance tracking using Dash Hudson and Rival IQ.
- Built and scaled a remote team: Social Media Assistant, Paid Influencer Coordinator, 3D Graphic Animator, and In-House UGC Creator.
- Generated over **\$5M in EMV** across influencer marketing campaigns by collaborating with 300+ micro/mid-tier creators and managing seeding + paid partnerships via Lefty.
- Developed and implemented viral video strategies that contributed to **1.5M+** organic IG plays and **728% increase** in TikTok likes for key campaigns.
- Successfully led the launch of 10+ influencer seeding campaigns with over **150M impressions** across platforms, including UGC activations and paid collaborations.
- Conduct monthly performance reviews and reporting to leadership, delivering actionable insights on audience growth, content engagement, and ROI.

Kara Beauty – Los Angeles, CA

Social Media Manager | May 2020 - Mar. 2023

- Increased social media-driven web traffic by **125% YoY** through strategic visual content, influencer partnerships, and shoppable features.
- Led influencer gifting program with **150+ creators**, resulting in consistent UGC and reducing paid content spend.
- Ran seasonal campaigns driving a **164% increase in sales** via email, social ads, and video content.
- Implemented social listening tools and customer service workflows, increasing positive brand sentiment to **95%** across platforms.

BeautyJoint.com – Los Angeles, CA

Social Media Assistant / E-Commerce Specialist | Apr 2016 – Sep 2018

- Managed product listings, optimized marketplace content, and maintained a 5-star customer rating.
- Assisted with influencer seeding and UGC collection while providing bilingual product copy.
- Created, captioned, and scheduled social media posts; supported customer engagement via DMs/comments.

HadariOnline – Los Angeles, CA

Marketing Intern | May 2015 – Nov 2016

- Created social content, engaged with users, and optimized listings to support e-commerce sales growth.

Nationwide Legal, LLC – Los Angeles, CA

Accounts Receivable Clerk | Oct 2018 – Apr 2020

- Reduced client payment discrepancies by **95%** through accurate invoicing and diligent reporting.
- Supported finance team with account audits, aging reports, and administrative duties.

EntroUSA – Los Angeles, CA

Invoice Clerk | Jul 2015 – Apr 2016

- Processed credit card payments and invoicing with 99% accuracy; optimized shipping methods to reduce operational costs.

Daiso Japan – Los Angeles, CA

Store Manager | Apr 2013 – May 2015

- Led hiring, training, and payroll operations while boosting revenue through promotions and floor merchandising.

PROJECT EXPERIENCE

Flame & Stone Digital Strategy Campaign | Apr 2022 – Jun 2022

- Executed a multi-platform digital marketing campaign, performing SEO audits and building tailored Facebook funnel strategies for client growth and rebranding.

EDUCATION

Cal State University, Long Beach

Digital Marketing Professional Certification

Selected Coursework: Social Media, Digital Strategy, SEO, SEM, Copywriting, Email Marketing

Los Angeles Trade Technical College

Business Management & Administration Certification

Associate of Arts – Fashion Design

Certifications:

HubSpot: Social Media Marketing, SEO, Digital Advertising.