

# BIANCA LOPEZ

## DIGITAL MARKETER

***Dear Hiring Manager,***

A decade in luxury retail management taught me that brand storytelling isn't just about aesthetics, it's about creating emotional connections that drive action. This foundation led me to social media, where I've spent the last nine years transforming digital presence into measurable business impact.

I started my social media career in the beauty space with Anastasia Beverly Hills, orchestrating content strategy across three of their Instagram accounts totaling 20+ million followers, while organically doubling their salon channel in just three months. The secret wasn't just compelling visuals, it was understanding the nuanced relationship between beauty culture and social behavior.

My transition to New York's hospitality scene with Tao Group Hospitality presented a new challenge: translating both restaurant and nightlife energy into digital engagement across 12 of their New York City venues. I didn't just manage their organic and paid media, I pioneered their influencer marketing division from concept to execution, building a curated network of over 500 creators who authentically embodied each venue's distinct identity.

Since moving into freelance, I've become a go-to creator and strategist for Manhattan's most notable restaurateurs and establishments: Le Café Louis Vuitton, Pastis, La Pecora Bianca, Hawksmoor, and Le Coucou (to name a few). Each partnership demands a different approach yet all require the same core competency: the ability to distill a brand's essence into content that doesn't just attract attention, but commands it.

What sets me apart isn't just technical proficiency in content production, influencer partnerships, and event marketing—it's my understanding that in today's oversaturated digital landscape, authenticity is the ultimate luxury. I don't just create content; I architect experiences that make audiences feel something, then act on that feeling.

I welcome the opportunity to discuss how this perspective can drive results for your brand.

***Sincerely,***

*Bianca Lopez*

# BIANCA LOPEZ

## DIGITAL MARKETER

310.730.3318

hello@biancaandrealopez.com

New York, New York

### PROFESSIONAL SUMMARY

I'm a seasoned digital marketing creative with a passion for enhancing brand presence and engagement in both the beauty and hospitality industries. I've spent the past nine years deeply immersed in social media management and marketing, refining my skills to become a driving force behind numerous successful campaigns.

### EXPERIENCE

#### No Reservations NYC

2019 - Present

*Owner / Founder*

- Providing expert content creation and design services. Offerings extend to influencer relations and event curation, ensuring an organic approach to boosting brand awareness.
- Current and Past clients include:
  - Tao Group Hospitality [Legasea Bar & Grill, Cathédrale, The Ready Cantina, Magic Hour]
  - STARR Restaurant Group [Le Café Louis Vuitton, Le Coucou, Pastis, Buddakan, Electric Lemon]
  - Hawksmoor U.S. [New York and Chicago]
  - La Pecora Bianca

#### Tao Group Hospitality

2022 - 2023

*Social Media and Marketing Manager*

- Responsible for driving success across 12+ properties in NYC, bridging managing partners, operations teams, and hotels, to ensure clear marketing communication. Overseeing digital marketing, crafting promotions, and spotting event opportunities. Collaborating with culinary/beverage teams on holidays, specials, and menus. Managing and creating social content as well as overseeing influencers to further channel growth.
- Assisting in creation of 5+ transformative installations per year including but not limited to ideation, creation, and execution of each install; from venue to food and beverage, to influencers and paid advertising.

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### EXPERIENCE (CONTINUED)

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#### **F. Schumacher & Co.**

*Social Media Manager*

2021 - 2022

- Manage all active social platforms to ensure continued success as an industry style leader. Brainstorm, research, and implement strong, clever, and new ideas for weekly meetings with Director of Editorial and Social. Generate quarterly data reports and form social strategies to optimize growth.

#### **Anastasia Beverly Hills**

*Social Media Coordinator*

2018 - 2019

- Coordinate, schedule, and create content for Instagram (@anastasiabeverlyhills @anastasiaorders @abhsalon), as well as overseeing Pinterest & monitoring YouTube.

#### **Nessa Brush Spa**

*Social Media Coordinator*

2017

- Created all social platforms from the ground up.

### EDUCATION

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#### **Bachelor of Arts**

*English & Journalism*

2011 - 2016

- Bellarmine College of Liberal Arts
  - Bachelor of Arts Degree in English & Journalism
- College of Communication & Fine Arts
  - Bachelor of Arts Degree in Theatre Arts
- Activities and Societies: Member of the Delta Zeta Sorority