Becky García

Artist & Influencer Manager | Social Media Strategist | Key Influencer in the Latin Music Industry | Bilingual Content Creator

Becky García is a Talent & Influencer Manager, social media strategist, key influencer in the Latin Music Industry, bilingual content creator, and founder of her site, **Becky Boricua**. She has run social media campaigns across multiple platforms for **Hispanicize, Latino Public Broadcasting**, and **Latin Urban Artists Wisin & Yandel**. She has collaborated with **AEG Live, Livenation, Universal Music Latin, Sony Music Latin, and HBO Latino** in running social media promotion campaigns for Wisin & Yandel. She also collaborated with **Roc Nation** on social media amplification of Yandel's US & Puerto Rico tour.

With her outlet/website she has covered several high profile events such as the **Latin GRAMMYs, Premio Lo Nuestro, Premios Billboard a la Musica Latina,** and the **Latin American Music Awards**. She has also worked on social amplification initiatives for **Mazda, KIA, Chevy, Clinique and Dove** among other major brands that are targeting the Hispanic demographic. She is fully bilingual and a master on all social platforms.

As an artist & influencer manager, Becky has helped guide her talent in their career and has locked in deals with them for brands like **NFL, Denny's, Fenty Beauty, Spotify, Amazon Prime, Pepsi, Neutrogena, Discover Puerto Rico, McDonald's, among many others.** Becky currently manages singer, songwriter and actress CRISTNA.

Lastly, Becky also has her own outlet, **Faranduleo**, where she shares the latest in Latin Entertainment and covers events in both **LA and Miami**.



Based in LA and Miami
(323) 717-3125
beckyboricua@gmail.com

SOCIAL MEDIA

LinkedIn: Claudia Rebecca Garcia (https://www.linkedin.com/in/beckyboricua)

Twitter: @beckyboricua

Instagram: @beckyboricua

YouTube channel: Becky Boricua

Faranduleo IG: @faranduleo411

Faranduleo YouTube channel

SKILLS

- Excellent grammar and writing skills in both English and Spanish.
- Very organized and detail oriented.
- Ability to write effectively on different social media platforms.
- Computer knowledge (Windows, Microsoft Word, Google Drive, Internet Explorer and Chrome).
- Can effectively use Gmail and Google Calendar
- Advanced Social Media knowledge (Facebook profiles, pages and groups, Twitter, Instagram, Pinterest, and LinkedIn).
- Vast knowledge of the Latin Entertainment & Music Industry.
- Can effectively use Canva and iMovie.
- Ability to create and maintain online content in WordPress.
- Ability to create social media content both written and in video format.
- On camera experience conducting interviews.
- Experience covering events for outlets on social media.
- Bilingual - English and Spanish - Fluent

RELEVANT EXPERIENCE

Self-Employed - Artist & Influencer Manager
SEPTEMBER 2022 - Present

- Manage singer, songwriter, actress, and influencer CRISTNA.

Millie.up - Partner and Senior Director of Talent & Influencer Marketing

JANUARY 2020 - AUGUST 2022

- Partner
- Exclusively managed 12-15 content creators/influencers with their brand deals.
- Pitched talent to brands for potential opportunities.
- Negotiated brand deals for the talent.
- Calls with brands and agencies to support talent.
- Reviewed contracts for the talent.
- Managed the campaign content ideation, deliverables, and posting on social media.
- Ensured all vendor forms and information was up to date for billing.
- Traveled on site with the talent when campaigns required

travel for shoots.
- Actively scouted new talent for exclusive management.
- Worked with a network of 100+ creators & influencers for social media campaign needs.
- Created and executed musical marketing strategies in conjunction with music labels. Sourced the influencers for said campaigns as well.

Hispanicize Media Group - *Event Manager and Project Coordinator*
JUNE 2019 - OCTOBER 2019

- Event Manager and Project Coordinator for the 2019 Hispanicize Event in Los Angeles
- Liaison to Executive Producers to communicate all programming, strategy, vision and executional items to all vendors and team members.
- Curated program and produced the Pepsi Music Lounge (which included the following talent: CNCO, Pepe Aguilar, Leonardo Aguilar, Angela Aguilar, Milkman, MelyMel, Los Rakas, and Willie Gomez)
- Oversaw key programming deliverables as per vision and policy set by Executive Producers.
- Booked all speakers for the event
- Provided guidance and feedback for influencer related content, programming and social media initiatives as needed.
- Provided support with Sponsorship Plans
- Managed influencers for Sponsorship Activations
- Coordinated event related meetings and calls
- Provided other support as needed to adhere to the production schedule and ensure that deadlines are met.

Latino Public Broadcasting - *Social Media Manager*
SEPTEMBER 2016 - NOVEMBER 2016

- Social Media services were provided to help amplify upcoming Latino Public Broadcasting film projects and key activations on all social media platforms to increase viewership and engagement.
- Social Media campaign during Hispanic Heritage Month in conjunction with Public Broadcasting Service (PBS) garnered a total of 63.6M impressions on Twitter; an average of 2M daily impressions, and 93K impressions on Instagram. .

Hispanicize Media Group - *Social Media Manager*

FEBRUARY 2016 - MAY 2016

- Social Media services were provided during Hispanicize Event week as well as pre and post Event assistance.
- Created strategies that were effectively implemented and used during the course of Hispanicize Event week.
- The successful event garnered over 1 billion social media impressions during the week-long event.

EDUCATION

California State University-Long Beach - *Basic Applied Forensic Science and Crime Analysis Certificate*

FALL 2005

California State University-Long Beach -*Bachelor of Science in Criminal Justice*

AUGUST 1999 - MAY 2005