

# ***INFLUENCER MARKETING PORTFOLIO:***

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# IM PORTFOLIO

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# MY ROLE:

I was tasked with aiding in the creation and leading of a comprehensive Influencer Marketing Strategy for Dickies, aimed at boosting brand recognition and engagement among key influencers and target consumers. This strategy integrated influencer-driven communication tactics, with a focus on brand-building, seasonal campaigns, collaborations, and paid initiatives aligned with our business goals.

A major part of my role was spearheading the earned influencer seeding program, where I personally scouted and selected influencers each month. I took charge of building and nurturing relationships with these influencers, handling all outreach and communication independently. Additionally, I was responsible for developing Dickies' brand overview, setting influencer criteria, and conceptualizing eight quarterly initiatives. These initiatives covered seasonal campaigns, new collections, product launches, and partnerships. I also crafted the Dickies Influencer Playbook, which included key messages, style hacks, a guide, and content mood boards.

**Dickies**

# HOLIDAY PAID INFLUENCER

Timed to the holiday season, I aided in leading the engagement of three micro to mid-tier influencers within the workwear and lifestyle spaces to share their seasonal Dickies outfits. Creators focused on specific content across the months of September, October, and November. These influencers showcased their seasonal gifts from Dickies to culminate in special Holiday Season Promos tailored for the savvy shopper on a budget or CTA to specific Hero Products for the thoughtful gifter.

We leveraged **Marissa Zingg**, **Bethany Schmidt** and **Nick Starett** to show us their best Dickies fit with their own spin. We also engaged earned influencers to shop and curate fits for the season. Influencers kicked off videos by unboxing their Dickies holiday gifts, sharing their genuine reactions and first impressions encouraging fans to purchase their last-minute holiday gifts.





# MY ROLE:

**OBJECTIVE** I was tasked with helping to reimagine and create an elevated consumer packaging and delivery experience for Dickies during the holiday season. The goal was to showcase Dickies products in an innovative, sustainable, and distinguishable way that would excite recipients to capture, create, and share unboxing moments and user-generated content across their social channels.

## HOW IT WORKS

- To elevate the unboxing experience, I collaborated on the creation of a branded, custom, and sustainable outer box to house the product.
- I also contributed to the planning and execution of sending the holiday products to our paid and earned influencers, leveraging these kits for maximum impact.

## OUTCOME

- **Emotional UGC:** We successfully encouraged influencers to post unboxing content.
- **Awareness Increase:** Through the power of branded packaging, we were able to significantly increase brand awareness among our target audiences.

**Dickies**

# HOLIDAY PAID

*Instagram & TikTok*



*Fall Essentials*



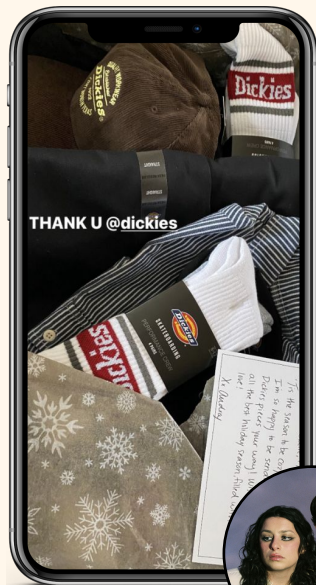
*Halloween*



*Holiday Gifting*

**Dickies**

# HOLIDAY UNBOXING *Earned*



Boyish

FOLLOWERS: 15K



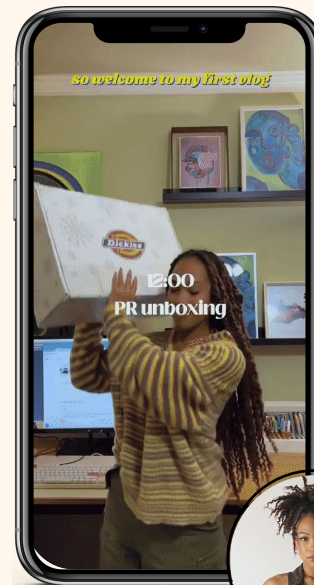
Michelle Ana

FOLLOWERS: 64K



Hiliana Devila

FOLLOWERS: 16K



Uma Leoni

FOLLOWERS: 74K

**Dickies**

# SS24 SKATE PROGRAM

## OVERVIEW

In Spring/Summer 2024, I aided in leading the elevation of Dickies Skate's presence within the lifestyle and skateboarding community. Embodying the 'One Dickies' ethos, **the Guy Mariano capsule collection** emerged as a key moment, authentically engaging our audience and underscoring our brand's commitment to quality and durability.

Through strategic partnerships, I helped highlight Dickies **iconic 90s skate style**, which resonated deeply with both long-time fans and newcomers to the brand. These initiatives not only reinforced Dickies community ties but also significantly boosted their engagement metrics





**Dickies**

# PAID SKATE INFLUENCERS

To create awareness around the SS24 Core Skate and Guy Mariano collections through a lifestyle lense, I assisted in instructing 2 paid influencers to recreate some of their most favorite & iconic 90s fits.

By utilizing partnerships to highlight the quality, style, and durability of Dickies Skate, we aimed to foster a sense of community and authenticity through the lens of 90s Skate style; one that resonates with core Dickies audiences and newcomers discovering the brand.



**Ella D'Souza**

[Instagram](#) | [TikTok](#)



**Cassie Jekanoski**

[Instagram](#) | [TikTok](#)

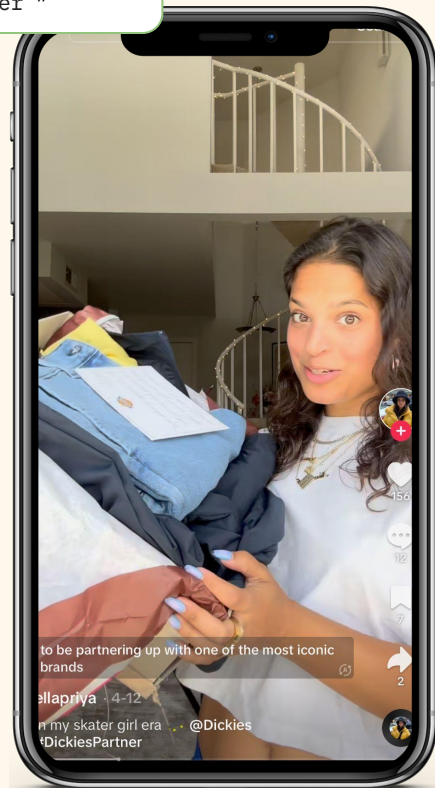


**Dickies**

# Ella D'Souza

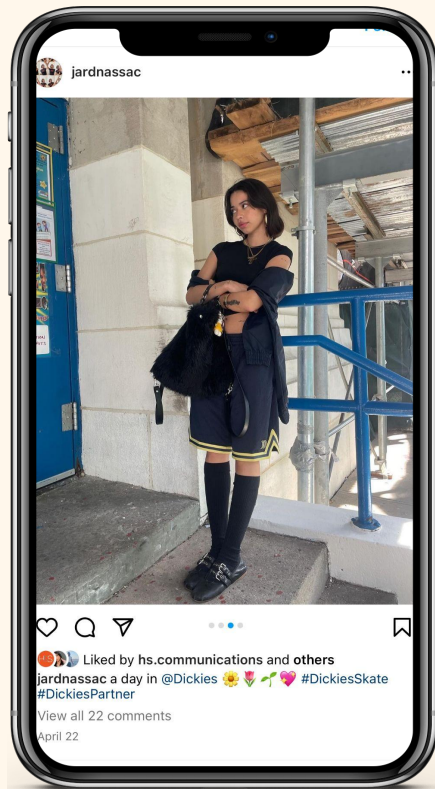
**Caption Copy:** "In my skater girl era with @dickies 🛹  
#dickiespartner "

Ella posted an additional story set (3 frames) outside of what she was contracted!





# Cassie Jekanoski



# KEY TAKEAWAYS: SKATE

## WHAT WORKED

- Identifying creators that authentically wear the brand and have sought after 90s style worked particularly well for this program
- The agency and client worked together quickly on brand feedback/approval for creator content so posts went up in a timely manner around the Guy Mariano capsule launch

## OPPORTUNITIES

- Explore a Dickie's TikTok Shop integration (and "Shop Now" button) as a way to drive transactions while leveraging the platform's strengths in storytelling and engagement.
- Instagram Stories and Reels prove to showcase the products in action, are a way to share behind-the-scenes content, and tell the brand's story.
- Although we are work-wear first, engaging with creators within the fashion and lifestyle verticals helps reach a new audience

**Dickies**

## OVERVIEW

# DICKIES SS24/FW24 PRESS PREVIEW

On Thursday, March 28, 2024, Dickies hosted media, tastemakers and stylists at our New York City Showroom for a press preview to showcase a curation of Dickies drops across the Spring Summer 2024 collection as well as a preview of future collections from the Fall Winter 2024 season.

Throughout the day, I walked a **total of 32 guests** through the collections which resulted in great conversations and helpful learnings as we continue to grow our relationships with key contacts across media and influencers. We received positive feedback and excitement from attendees from outlets such as **Hypebeast, Teen Vogue, W Magazine, Cosmopolitan, Forbes** and more.

Tastemakers such as influencer Andreas Verrios, actor Barton Cowperthwaite, workwear enthusiasts Barry + Jordan, Teya Kepila and so many more shared to their social channels the new Dickies collection and their experience at the showroom.

Most guests engaged with the custom patchwork on-site and were able to rock their new Dickies Denim Shirt.





# SECURED INFLUENCER ATTENDEES



**GISELLE DIAZ**  
**@GIGIDIAZOFFICIAL**

153K FOLLOWERS  
INFLUENCER



**HILIANA DEVILA**  
**@HILIANADEVILA**

16K FOLLOWERS  
INFLUENCER



**TEYA KEPILA**  
**@THETURMERICTIMES**

391K FOLLOWERS  
ARTIST



**DANIEL VICTOR**  
**@IAMDANIELVICTOR**

72K FOLLOWERS  
INFLUENCER/MODEL



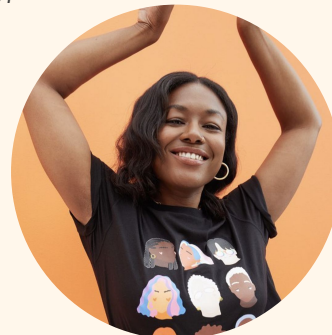
**CHELSEA REAGAN**  
**@CHELSEAZEFERINA**

529K FOLLOWERS  
INFLUENCER



**BARTON COWPERTHWAIT**  
**@BARTONC**

189K FOLLOWERS  
ACTOR



**SHANEE BENJAMIN**  
**@SHANEEBENJAMIN**

45K FOLLOWERS  
INFLUENCER/ARTIST



**Dickies**

# SECURED INFLUENCER ATTENDEES



**BARRY & JORDAN**  
**@BROWNSTONEBOYS**

275K FOLLOWERS  
BUILDERS/INFLUENCERS



**NINA BEREZIN**  
**@THEQUEENFOODIE**

65K FOLLOWERS  
INFLUENCER



**AIMEE KELLY**  
**@BYAIMEEKELLY**

174K FOLLOWERS  
INFLUENCER



**GABY ALEIXANDRE**  
**@GABYALEIXANDRE**

21K FOLLOWERS  
INFLUENCER



**CASSIDY MAYSONET**  
**@CASSIDY.MAYSONET**

19K FOLLOWERS  
INFLUENCER



**WILL COLEMAN**  
**@CHEFWILLCOLEMAN**

26K FOLLOWERS  
INFLUENCER/CHEF



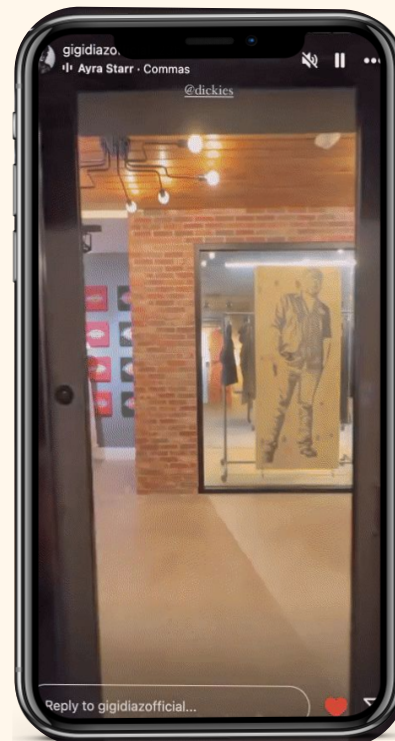
# EARNED SOCIAL CLIPS – TASTEMAKERS



**@brownstoneboys**  
275K IG FOLLOWERS



**@cassidy.maysonet**  
19.1K IG FOLLOWERS



**@gigidiazoofficial**  
153K IG FOLLOWERS



**Dickies**

## OVERVIEW

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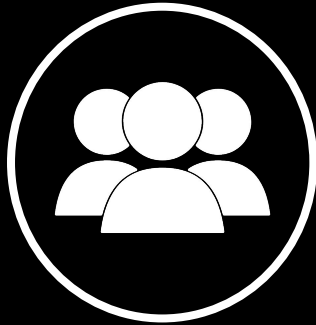
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# EARNED INFLUENCER RESULTS



**13**

SECURED INFLUENCER  
ATTENDEES



**32**

SECURED SOCIAL  
POSTS



**897,100**

SECURED SOCIAL  
IMPRESSIONS

# ***FESTIVALS X DICKIES:***

I played a key role in developing and executing a festival strategy aimed at driving awareness of the Dickies brand through an earned influencer marketing approach at key American music festivals in 2024, all while emphasizing the brand's One Dickies ethos.

This strategy led to securing placements at major festivals, including **SXSW, Bottlerock, Summerfest, Coachella, Gov Ball, Shakey Knees, Bonnaroo, Hangout Fest**, and more. I successfully secured artists such as **Peso Pluma, Alex G, The Beaches, Hippo Campus, X Ambassadors**, and others to represent the brand. Throughout these festivals, I helped elevate Dickies' presence by positioning influencer and talent collaborations as a reflection of the brand's commitment to authenticity and fearless self-expression.

I identified key artists and influencers who embodied the Dickies ethos, seeding them with priority styles for content creation that highlighted the brand's workwear aesthetic, perfectly aligning with the festival culture

**Dickies**

# FESTIVAL SNAPSHOT





**Dickies**

# VIP/CELEBRITY SEEDINGS

I played a pivotal role in building and nurturing relationships with celebrity stylists, which led to Dickies being featured in high-profile events, on red carpets, and in the everyday wardrobes of top-tier celebrities. By capitalizing on these connections, I secured placements like **Pete Davidson** wearing Dickies on **Saturday Night Live**, and **Kristen Stewart** showcasing Dickies at the **Sundance Film Festival**, further solidifying the brand's status as a versatile wardrobe staple.

I successfully collaborated with the styling teams of **Billie Eilish** and **Finneas**, ensuring Dickies was prominently featured during key performances and appearances, including **SNL**. Additionally, I facilitated gifting to high-profile individuals, including **Sebastian Stan** and **Kim Kardashian**, which strengthened Dickies' presence in the fashion world and ensured its relevance in both high-profile and everyday settings.



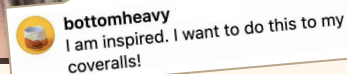
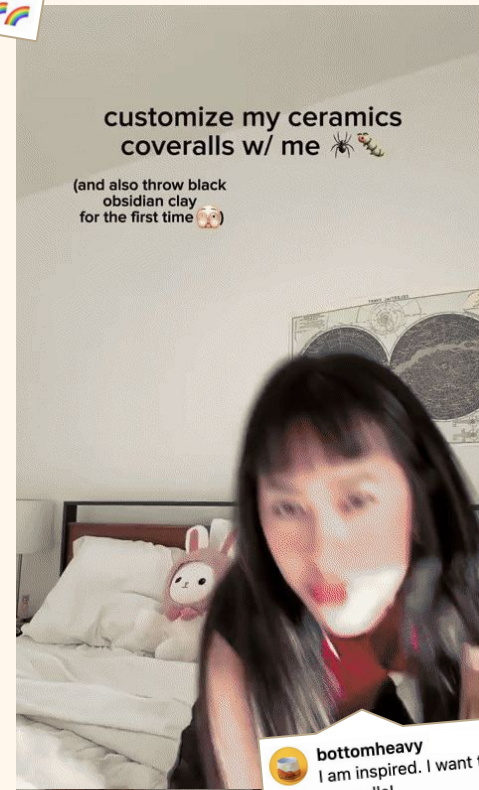
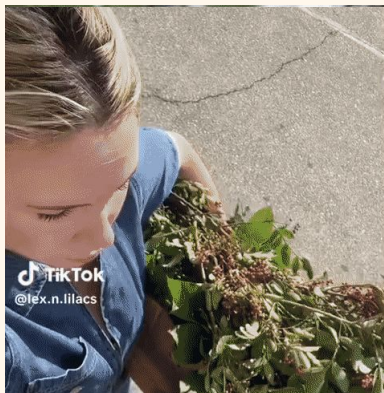
# ***EARNED CONTENT HIGHLIGHTS:***





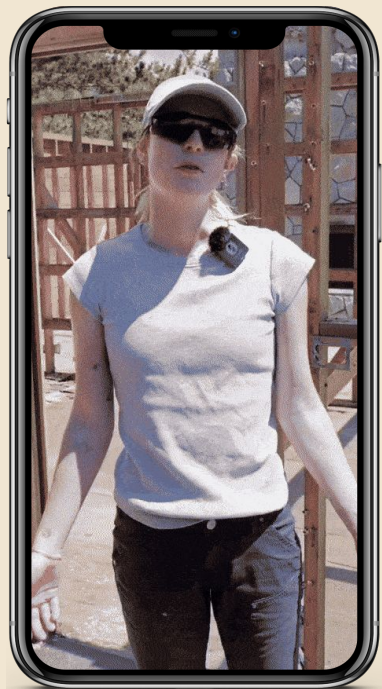
**Dickies**

# EARNED SNAPSHOT



**Dickies**

# EARNED IM HITS:



**Jenna Phipps**

1.6M Followers | [In Feed](#)



**Garbo Zhu**

763K Followers | [In Feed](#)



**Emmie Sperandeo**

1.68M Followers | [In-Feed](#)



**Jenna Ceriani**

504K Followers | [In Feed](#)



**Dickies**

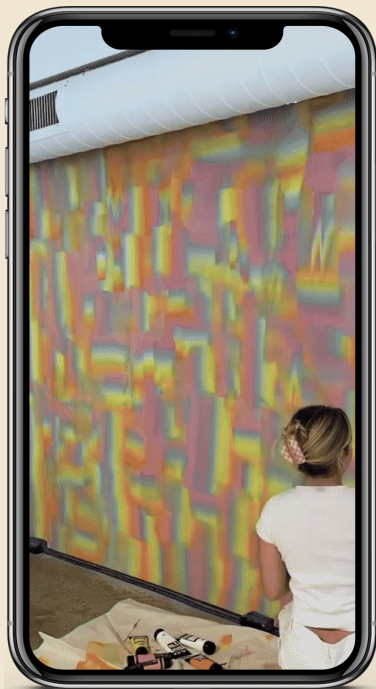
# EARNED IM HITS:



POV:  
That one random strong climber

**Joshua Manabat**

33.7K Followers | [In-Feed](#)



**Claire Buckley**

41K Followers | [In-Feed](#)



TikTok  
@mattadla

**Matt Adlard**

1M Followers | [In Feed](#)



Part 2!  
Maldon Salt Jar

**Tomby**

57K Followers | [In-Feed](#)



# EARNED SOCIAL RESULTS

OCT '23 - JUL '24



639

TOTAL SOCIAL  
POSTS

+326% Over KPI



66,327,773

TOTAL SOCIAL  
IMPRESSIONS

+6,532% Over KPI



291

TOTAL CREATORS  
SEEDED



3,647,186

TOTAL SOCIAL  
ENGAGEMENTS

+4,458% Over KPI



8.95%

AVERAGE ENGAGEMENT  
RATE

+366% Over KPI



\$7,120,397

EARNED MEDIA VALUE

***THANK YOU***

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