

VERONICA CASTRO

MARKETING MANAGER BRAND & ACTIVATIONS

Marketing Manager with **6+** years of experience leading brand, experiential, & digital campaigns across beauty & global retail. Known for translating cultural insights into high-impact launches, activations, & community moments — while owning end-to-end execution, cross-functional alignment, & GTM strategies.

CONTACT

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[LinkedIn](#) | [Portfolio](#)

Los Angeles, CA

EDUCATION

Cal State Univ, Long Beach
B.S. Marketing | 2014-2018

- Hispanic Student Business Association

SKILLS

Brand & Creative Strategy:

- Brand activations & experiential marketing
- Influencer campaigns
- Go-To-Market strategy
- Cultural & Community Marketing

Campaign Execution:

- Integrated campaign planning
- Cross-functional leadership
- Agency & vendor management
- Event & activation logistics

Tools:

- Adobe Illustrator
- Social content planning
- Influencer seeding
- Fluent in English & Spanish

CAMPAIGNS

- [Foot Locker x NBA All-Star Weekend 2025](#)
- [Nike Devin Booker 2 Release](#)
- [New Balance Grey Day w/ DeJounte Murray](#)

WORK EXPERIENCE

Foot Locker Inc. | Community Marketing Manager | 2022 - Present

- Lead planning & execution of Foot Locker & vendor (Nike, adidas, etc) activations across Los Angeles, & surrounding states, aligning each campaign with a GTM strategy & community engagement goals.
- Initiated activation concepts by aligning brand + vendor objectives, then partnered with agency teams to develop builds & executions.
- Collaborated cross-functionally with social, CRM, paid media, store ops, brand, & legal teams to bring large-scale activations to life.
- Managed ongoing vendor relationships from concept approval through post-campaign recaps, ensuring activations met performance KPIs tied to traffic, conversion, and sales.
- Sourced & partnered with local orgs + influencers to ensure activations authentically reflected regional culture & community relevance.

Key Campaigns & Initiatives

- Served as a project lead for Foot Locker's 4-day NBA All-Star Weekend activation, managing vendor partnerships, activation strategy, & athlete appearances for Adidas, Crocs, New Era, & Puma.
- Led cultural activations including Latinx Heritage Month, & NBA tip-off.

Beauty Creations Cosmetics | Marketing Manager | 2019 - 2022

- Built & scaled the marketing department from the ground up, hiring and leading a team of 7 across marketing, content, & influencer functions.
- Led end-to-end campaign execution for 40+ product launches across the U.S. and Mexico, shaping product storytelling, creative casting, content production, paid media alignment, and GTM strategy.
- Owned the end-to-end influencer collaboration process, from PR list development, contract negotiation, & creative approval.
- Developed & managed social content calendars across our U.S. & Mexico platforms, aligning timelines with campaign launches & content.
- Partnered closely with Mexico-based teams to localize creative direction and ensure campaigns resonated culturally across markets.

Key Campaigns & Initiatives

- Directed the brand's first international collaboration with Mexican makeup artist Luis Torres, leading influencer strategy & launch execution — resulting in a sell-out in under 10 minutes across two countries.
- Developed and executed a growth strategy that increased the brand's social following from under 500k to 1 million within one year.