

ARISA HALL

BEAUTY • DIGITAL MARKETING • CREATOR PARTNERSHIPS

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PROFESSIONAL PROFILE

Integrated Strategic Communications student with experience in digital content, creator partnerships, campus marketing, and audience growth. Built a 28K+ TikTok community and grew Instagram to 7K followers in under one year. Generated millions of views across TikTok and Facebook and uses platform analytics, audience behavior, and trend awareness to shape content. Selected for L'Oréal Groupe's Lorealistar creator community, adding firsthand exposure to beauty content, creator marketing, and L'Oréal's brand universe.

DIGITAL PERFORMANCE

8.5M

TikTok post views
365 days

7.1M

TikTok viewers
365 days

761K+

TikTok likes
365 days

87K

TikTok shares
365 days

Top TikTok posts: 2.2M • 1.4M • 795K • 599K • 571K views | **Facebook:** 773K views, 624K viewers and 6.9K engagements (+151%) in 28 days.

RELEVANT EXPERIENCE

Independent Content Creator & Brand Partnerships

2024 - Present

- Create fashion, beauty, lifestyle, travel, and college content across TikTok, Instagram, YouTube, and Facebook, owning the process from concept and filming through editing, copy, publishing, and community engagement.
- Built a **28K+ TikTok audience** and grew Instagram to **7K followers in under one year**; use platform analytics, audience response, and trend patterns to guide content decisions.
- Completed creator work with **Princess Polly, SKIMS, Quinn, and En Route Jewelry**, translating campaign briefs into platform-native content and meeting brand deliverables.

L'Oréal Groupe - Lorealistar Creator Community

2026 - Present

- Approved to join L'Oréal's global beauty creator community, which connects creators with missions, product experiences, rewards, brand collaboration opportunities, and creator development.
- Participate in a creator ecosystem spanning L'Oréal's beauty portfolio, with access to content challenges, new product discovery, community experiences, and learning opportunities.

Meta / Facebook - Creator Fast Track Program

2026

- Selected for creator research focused on platform use and content workflows; shared feedback informed by firsthand experience creating content and building audiences.

LEADERSHIP & MARKETING EXPERIENCE

Kappa Alpha Theta - Recruitment Social Media Committee

2025 & 2026

- Created recruitment-focused social content and helped shape how the chapter presented its culture, events, and member experience to prospective members.

World U / Tools for Humanity - Campus Ambassador

Spring 2026

- Supported an AI and digital identity initiative through student outreach, live education, campus activations, and collection of student feedback.

Hoppy - Social Media Content Creator & Campus Insider

2025

- Created promotional social content and supported campus growth through publishing, tabling, pop-ups, peer outreach, app promotion, and student engagement.

Wednesday's Child - Freelance Graphic Designer

Feb. 2025

- Designed an Instagram graphic aligned with the organization's messaging, visual identity, and social audience.

EDUCATION & GLOBAL EXPERIENCE

University of Kentucky - B.A. Integrated Strategic Communications | Expected December 2027

Semester at Sea - International study abroad experience that strengthened cross-cultural perspective, adaptability, and digital storytelling through travel and lifestyle content.

PROFESSIONAL INVOLVEMENT

Public Relations Student Society of America (PRSSA)

Public Relations & Advertising Club (AD/PR Club)

Kappa Alpha Theta - University of Kentucky

SKILLS

TikTok • Instagram/Reels • Facebook • YouTube • Creator & Influencer Marketing • Social Media Strategy • Community Management • Audience Insights • Social Media Analytics • Trend Research • Content Strategy • Short-Form Video • UGC • Canva • Adobe Express • CapCut • Copywriting • Campus Activations