Richard Kyle Abarca

Influencer Marketing | Creator Partnerships | Campaign Execution

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PROFESSIONAL SUMMARY

Brand and community marketing manager with 3+ years of in-house experience managing influencer partnerships, social media, and consumer brand campaigns. Manage 25 to 60 active micro-influencers using Impact, with experience in creator outreach, UGC acquisition, sponsorship negotiation, campaign reporting, and cross-functional collaboration.

EXPERIENCE

Brand and Community Marketing Manager | NOMATIC, Sandy, UT

August 2023 - Present

- Manage a portfolio of 25 to 60 active micro-influencers using Impact, maintaining a consistent UGC pipeline for paid and organic campaigns through structured creator outreach and content acquisition workflows.
- Generated 33.8 million organic impressions and 86,020 engagements in six months by executing platform-native content strategies and community management across six social channels.
- Added 31,861 net new followers in six months by activating ambassador programs, two-way audience engagement, and community-led content.
- Drove 5.85 million video views in six months by developing platform-specific content for Facebook, Instagram, TikTok, and YouTube.
- Negotiated a $175,000 UFC 313 sponsorship valued at $525,000+, securing octagon and main-card integrations that generated 250M+ earned media impressions.
- Executed 16 brand activations and trade shows in 2025 and eight in 2026, including CES, Imaging USA, and NAB, independently overseeing logistics and on-site brand representation.
- Attracted 500+ attendees by organizing a FanX community activation featuring UFC champion Justin Gaethje, connecting NOMATIC with fans through an in-person brand experience.
- Translate audience behavior and sentiment trends into content and campaign recommendations using Sprout Social, sharing actionable insights with marketing teams and leadership.

Customer Experience Manager | NOMATIC, Sandy, UT

April 2022 - August 2023

- Reduced warranty resolution time by 25% by streamlining escalation workflows and redesigning support processes.
- Informed product improvements and marketing messaging by analyzing customer conversations, product feedback, and recurring support trends.

ADDITIONAL EXPERIENCE

Career Consultant | Dish Network via Broadstaff | December 2021 - April 2022

Technical Recruiter | ZEKU Technologies | July 2021 - December 2021

Assistant Retention Manager | Zovio | November 2015 - May 2021

SKILLS

Influencer and Creator Management | Creator Outreach | UGC Acquisition | Campaign Execution | Sponsorship Negotiation | Partner Relationship Management | Campaign Reporting | Audience Insights and Social Listening | Cross-functional Collaboration | Social Media Content Strategy | Impact | Sprout Social

EDUCATION

Bachelor of Science, Organizational Management

University of Arizona Global Campus, Forbes School of Business