

## Contact

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## Top Skills

Event Marketing

Event Planning

Fashion

# Ciara Jibri

Experience Curator | Spirits & Influencer Marketing  
Chicago

## Summary

She who wears many hats, literally and figuratively. Ciara Jibri is an Experience Curator who brings influencers, major brands, and businesses at every level together for increased exposure. She is a connector tailoring her own experiences for her city and surrounding cities by developing and executing multicultural events, activations, and social campaigns from concept to completion with multi-faceted strategies incorporating spirits & influencer marketing and sponsorship strategy.

As she is enamored by the people and captivated by the culture, Ciara has a deep cultural connection for storytelling, community building, and connecting brands with new audiences by curating attention-grabbing creative concepts, meaningful experiences, memorable moments and opportunities to cultivate, maintain and start new relationships.

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## Experience

### Freelance

#### Experience Curator

August 2015 - Present (7 years)

Planning, executing, and staffing for multicultural events, activations, and social campaigns from concept to completion

Source, contract, negotiate, and manage payments with vendors including venues, decor companies, restaurants, etc.

Outline the scope of the event, including time, date, location, budget, graphic design coordination and social media strategy

Scout and inspect event venues

Pitch, secure and manage sponsorship placements

Deep understanding of digital, advertising, PR, graphic design and relationship-building strategies and practices

Conduct Media/influencer outreach for guest list

Consistently manage projects and assignments independently and can proactively and creatively resolve problems

Lead client communications including emails, calls and virtual/in-person meetings

## MKTG

### Production Assistant

June 2022 - Present (2 months)

Chicago, Illinois, United States

Client: DIAGEO

Support with the production team on pre-production, sourcing, event organization and execution

Support the load in/out process of event equipment, project elements, and assets

Manage the inventory and movement of items during setup / breakdown

Support job task elements for on-site management, logistics, installation and run of show

Provide leadership and support for supporting staff members

Book external partners as needed (team members, vendors, venues, etc.)

Activations Worked:

- Crown Royal Block Party at the Hyde Park Summer Fest (activation footprint at a large scale 50,000+ festival)
- Bailey's Colada Hut at the MCA Chicago Juneteenth Freedom Market

## BWe NEXT (The Black Women's Expo)

### Influencer Marketing Manager

April 2022 - Present (4 months)

- Develop, conceptualize and execute Brand Ambassador Program for BWE 3 City National Tour (DET, CHI, ATL)
- Lead events supporting both organic and paid content needs including always-on content, campaign planning, production, optimization, sponsorship strategy and community management.
- Execute project plans and deadlines to achieve all influencer marketing objectives on time and within established budgets
- Continuously identify new influencers/talent for outreach while deepening existing relationships and building brand loyalty.
- Market research for onboarding and managing sophisticated influencer programs

- Own relationships with signed influencers to ensure all brand requirements are met
- Define and action scalable processes for influencer content creation, tone and voice in partnership with sponsorship partners.
- Provide constant attention to detail regarding the execution of events/ activations.
- Monitoring, tracking, and updating event production timeline spreadsheet
- Sourcing vendors for all aspects of each event
- Utilizing digital streaming platforms to set up meetings and virtual client events
- Communicate progress and activities with the client and internal team
- Managing communication with talent, vendors, and other event logistics staff
- Organizing and uploading documents into Google Drive
- Updating contact spreadsheets for event participants
- Researching and inputting data using Google Sheets
- Working on-site at all events

BWe Next is the nation's longest-running expo for Black women that features over 30 impactful seminars, national & celebrity speakers, and live main stage entertainment, as well as provide exposure for more than 300 small businesses and major corporations

## TEAM Enterprises

Promotional Specialist - Bacardi USA

February 2022 - Present (6 months)

Chicago, Illinois, United States

Represent the Bacardi brand at events throughout their designated market and engage with consumers while building brand affinity with key influencers.

- Execute fun theme interactive events with consumers at local events, retail spaces, restaurants, bars and other special events as needed.
- Encourage consumers to engage and participate in activation
- Distribute marketing materials, promotional items or additional collateral and products provided
- Articulate best practices and trends back to the Regional Manager via recap and event photos
- Build Brand awareness and help increase client members
- Assist in event setup / breakdown of promotional assets

the bench

Retail Activation Producer

December 2021 - December 2021 (1 month)

Chicago, Illinois, United States

Client: Nike Chicago

Conducted influencer outreach for seeding local influencers to participate in the "Dance" social campaign.

Managing vendors and talent contracts

Supporting the Nike Marketing team with logistical and staffing support

Helping set up and dismantle events efficiently through to completion

Complete administrative requests in a timely manner, including but not limited to; budget management, timesheets, expense reports, evaluations, etc.

Colugo

Social Media Manager

April 2021 - September 2021 (6 months)

-Oversees Colugo social media channels from storytelling and content ideation and creation to community management, posting and reporting.

-Collaborate with cross-functional teams (Design, Operations, Community, PR and Customer Service) to generate stories to tell through social media

- Push Colugo's social presence forward through innovation and creativity
- Developed unique content strategies, campaigns and franchises
- Execute social posting and engage in conversations with their community
- Partnered with Customer Experience Team to answer pre- and post-sale questions
- Report on performance with an eye towards opportunities for growth
- Became an expert on products to spread Colugo's mission of community and inclusiveness

Rachel McAllister Consulting

Public Relations Assistant

February 2020 - June 2021 (1 year 5 months)

-Examine and document media coverage and track relevant PR metrics for Consumer Lifestyle, Home Decor and Travel accounts

-Maintain contact databases and mailing lists with updates

-Create project-specific media lists to support PR team

-Responsible for the press clip archive and scanning of materials for periodical reports

-Perform a variety of different administrative tasks

-Edit and proofread press releases

Bubl 

## Founder

August 2020 - January 2021 (6 months)

Chicago-based, seasonal collection of sparkling wine and champagne inspired products.

## Metta Baby Spa

Publicist & Social Media Manager

November 2019 - August 2020 (10 months)

Greater Chicago Area

- Maintain and build editor, influencer, and tastemaker relationships through constant interaction, acting as lead spokesperson on behalf of brands with top media in all industries
- Ensured an effective ROI on all PR activity
- Develop and write press releases, press kit materials, fact sheets, biographies and advisories for clients
- Prepare monthly activity and progress reports, budgets, memos and media status reports, and media lists
- Pitch interviews and story ideas to media outlets
- Consistently maintain strong social media presence to increase clientele and business sales
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- implemented social media strategy to increase following
- Managed all social media accounts with content creation and copy

## Ciara Jibri PR

Freelance Publicist

2017 - 2020 (3 years)

Ciara's strategy is to bring attention to each client by targeting media in regional, national and international markets to create the kind of take-notice, multi-faceted publicity campaign that delivers brand-changing buzz and media exposure. From brand development and marketing to traditional and new media relations services, Ciara Jibri provides the skill and experience of a large agency with the creativity, singular attention and affordability that can only be offered by a boutique firm.

## HAUS of Mimosa

Event Producer

July 2017 - August 2018 (1 year 2 months)

HAUS of Mimosa is a bi-monthly networking social which highlights the upcoming, unknown, and established creatives/entrepreneurs in conversation with interchanging series/themed events.

Act as a point person to manage logistics & budgets between client & internal operations team

Oversee all planning, set up and execution of events

Responsible for team development, communications, sales, profit and cost control management

Manage operations, planning, coordination and execution of annual & monthly events.

Interview candidates, arrange service for events (sponsors, staff, entertainment & catering).

Select and inspect venue, create event theme and entire program for each event.

Create marketing materials with team, such as invitations, fliers, media kit & press releases.

Research new businesses, build relationship with clients & serve as main contact for vendors.

## GoJet Airlines

### Flight Attendant

June 2014 - August 2016 (2 years 3 months)

Greater St. Louis Area

-Provided customer service to passengers in accordance with company procedures.

-Assisted customers with special needs or requests; provided meal and drink service while in-flight.

-Handled a wide range of customer service activities for the airline and answered escalated customer issues.

-Assisted pilots on established procedures. Performed all duties as assigned

-Maintained calm and safe atmosphere while tending to medical emergencies and passenger disturbances.

-Ensured safety of passengers during take-offs, landings and emergencies

## NIKE

### Visual Merchandiser

2013 - 2014 (1 year)

Greater Chicago Area

- Maintain Knowledge of current sales/promotions, policies regarding payment, exchanges or practices
- Greet customers, recommend select and help locate or obtain merchandise based customer needs/wants
- Dress mannequins for displays
- Change/rotate window displays, interior display areas or signage to reflect changes in inventory or promotion.

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## Education

Columbia College Chicago

Public Relations, Advertising, and Applied Communication