

PODCAST GUEST SUBMISSION



Kristina Coughlin

General Manager at AdParlor

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BIO

Kristina is a dynamic executive with 16 years of experience driving business growth and leading high-performing teams across agencies and Fortune 100 companies. As General Manager at AdParlor, she spearheads strategy, operations, and revenue growth, transforming the agency into a creator-first performance leader. She has built and scaled seven and eight-figure influencer marketing programs and co-founded Get Hyped, an award-winning social media agency. Kristina excels at optimizing campaigns and pioneering trends in the creator economy.

WHY KRISTINA?

Kristina brings a wealth of industry knowledge, real-world experience, and a data-driven perspective to agency leadership and the creator economy. With a deep understanding of both strategy and tactical execution, she can provide actionable insights for brands, agencies, and creators looking to level up their marketing efforts.

POTENTIAL TOPICS KRISTINA CAN SPEAK ON:

- The Shift Toward Performance-Driven Influencer Marketing: How to go beyond brand awareness and focus on full-funnel results.
- Influencer Marketing Best Practices & Trends: Where the industry is headed and how brands can stay ahead.
- Leading Through Change: Lessons learned in driving organizational change and keeping teams motivated through transitions to align with market demand.
- The Intersection of Influencer Marketing & Paid Media: How brands can amplify influencer content through performance media strategies.
- Building High-Impact Influencer Programs: Executing best-in-class programs for advertisers with minimal budgets, multi-million dollar budgets, and everything in between.
- Performance-Based Influencer Marketing: The shift from flat-fee sponsorships to CPA, CPI, and affiliate models.
- Optimizing Ambassador Partnerships: How brands can foster long-term relationships with creators for sustained success.
- TikTok's Growing Influence on E-Commerce: The rise of TikTok Shop with social commerce.
- How Brands Can Measure the ROI of Influencer Marketing: Understanding measurement, attribution models, and proving value.
- Navigating the Challenges of Influencer Marketing: Common mistakes marketers make and how to navigate them.
- Emerging Trends in Social Media & Content: What platforms and content brands should prioritize.