

Nikki Aliye - Digital Influencer Marketing Executive

In this episode:

- Nik shares her exciting and challenging life while she's working at the Shorty Awards – A platform that honors the best of social media.
- She shares the highlights and her favorite bits of social media back then and how people's view of influencers drastically shifted into a more positive light.
- The real essence of influencer marketing and how this multi-million industry has shaped human interaction and connection.
- Nik discusses the most memorable campaign she worked on that elaborates on the authenticity, rawness, and intimacy that brings influencer marketing to massive success.
- Nuggets of wisdom that entrepreneurs, solopreneurs, and those who market their brands must hear from Nik Aliye. (You don't want to miss these!)
- The advocacy, purpose, and motivation of Nik Aliye that she consistently pursues even now that she's working at Whalar.
- Nik discloses the not-so-fancy BTS that influencers of diversity experience.
- Listen to how Nik integrates human-to-human marketing for clients and brands in her line of work.
- She provides tips for building your social media presence that will guarantee value and impact to your target audience without the clutter, the noise, or the negativities.

Nik is the Global Director of Whalar, a best-in-class influencer company. She is a multi-faceted executive with deep expertise in digital creators.

She was previously the showrunner and Senior Creative Producer of the Shorty Awards and was responsible for the nomination of over 500 creators across 45 categories. Following the Shorty Awards, she joined Target as the creative lead on the Influence Marketing and Talent Partnerships team. At Target, she produced a wide range of innovative social content including two seasons of the acclaimed "Let's Target" YouTube series that paired digital creators with traditional celebrities, and debuted with 22 million views. At Whalar, Nik leads creative ideation for top brands like AT&T TV and MAC Cosmetics, and she produces events that create emotional, authentic connections, delighting fans and driving benchmark-breaking business results.

Quotes from this episode:

"Social media is very polarizing and there's so much bad things on the internet especially now. But, I really used the platform for good and highlighting those who are making a difference on other people's lives." – Nik Aliye

"I put my phone in another room and say, I've had enough time of doing this today and I try to be present to what's happening around me because I'm way happier." – Nik Aliye

“When you actually peel back your bias and look at what they’re doing and look at how many people are they reaching, it upsets Hollywood because it’s going a lot further than what they’re doing.” – Nik Aliye

“You have to be authentic. You have to be yourselves. You have to talk like the way you talk in real life. You have to show up in a way that it feels natural to you. And, don’t force yourself to create content on a platform that you know nothing at all.” – Nik Aliye

“I need to help those who are not been given the same gifts and my ability is in pulling people’s stories out of them.” – Nik Aliye

“When you have that alignment of values with the people that you spend so much time on and with, it just makes everything so easier.” – Nik Aliye

“If you start with the creativity, you’re going to make it to the sale.” – Nik Aliye

“If you feel the need to leave mean comments on the internet, I really encourage you to get up, take a walk and find a therapist. Because it’s not about them.” – Nik Aliye

3 Pearls of Wisdom:

“Put your phone away and see how it makes you feel.”

“If you are going to put content on the internet, make sure you are being true to yourself and that it is the content that you would stand by, five years from now.”

“Look around, look at your team, look at the people that you are working with and see who has been the most quiet. Check in on them and say, how’s it going? Is there anything I can do to make your life easier? Because people who are suffering the most in the workplace are not going to tell you. They are going to be heads down in the work and you will lose them.”

Resources:

Nik Aliye - Digital Influencer Marketing Executive

Website: <https://www.whalar.com/>

LinkedIn: <https://www.linkedin.com/in/nikaliye/>

Twitter: <https://twitter.com/nikaliye>

Link to show: <https://www.kamiguildner.com/ewr-nik-aliye-204/>

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Timestamp:

11:45 – 12:48 – Two things that Nik Aliye learned during her time in the Shorty Awards that continuously guides her in her professional growth and career.