

VILLARDY F. ALCÉ

Social Media, UGC & Influencer Strategist

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SUMMARY

Social and content marketer since 2016 with hands-on ownership of the full UGC and influencer process: creator sourcing, briefs, creative direction, approvals, and performance tracking. At Samsung Electronics America, took on Head of UGC responsibility for **WagleWagle**, recognized as the **Best in Class model for Samsung Global Organic Marketing** (work still live on Samsung's U.S. social channels) and adopted by Korea HQ as a reference for regional teams. Worked with Spotify, Tribe Gaming, Hypebeast, MSCHF, and New York Fashion Week creators. Ready to build a UGC and influencer function from the ground up.

SOCIAL, UGC & INFLUENCER EXPERIENCE

ENOMYS Marketing Group

2026 – Present

Founder & Integrated Marketing Consultant

Allen, TX

- Build social and creator strategies for faith-based, nonprofit, and service-sector clients; coach creators with a behavior-science feedback method (Observe, Diagnose, Intervene, Reinforce) on hooks, product integration, and CTAs.

Grace Fellowship SDA Church

Oct 2025 – Present

Communications Director (Volunteer Leadership) · On pause since Apr 2026

Lucas, TX

- Led content strategy; produced photo, video, and graphics end to end across staff and volunteer contributors.

Toyota of Dallas

Jan 2025 – Oct 2025

Sales Consultant

Dallas, TX

- Ran the full sales cycle on a high-volume floor: discovery, product education, follow-up, negotiation, and close.
- Filmed and edited vehicle content that fellow reps posted on their own social profiles and the dealership used on its channels; shared content strategy with reps to help them generate leads on social.

Samsung Electronics America

Jun 2024 – Sep 2024

Associate Brand Strategist, Social & UGC (Contract via TEKsystems)

Plano, TX

- Took on **Head of UGC** responsibility within the engagement; set strategic direction and owned content approval for **WagleWagle**, recognized as the **Best in Class model for Samsung Global Organic Marketing**.
- Created the **#GalaxyVibes** UGC hashtag on X and set its **weekly Thursday drop**; refined a rush-built leadership theme calendar and executed it as finished UGC content. The team **kept posting under #GalaxyVibes into January 2025**, months after my contract ended, and the framework was **adopted by Korea HQ** as a reference.
- Directed creator collaborations with talent including Wanna Walton, Demi Bagby, Victoria Jameson, and Drex Lee across fitness, fashion, gaming, and music audiences.
- Partnered with Cheil, **Spotify**, **Tribe Gaming**, **Hypebeast**, and **MSCHF** on briefing, creative review, and approvals; supported the **New York Fashion Week** activation with LaQuan Smith and Colin Loscascio; coordinated legal and compliance review.
- Contributed to **40% engagement growth** tied to the Galaxy AI UGC initiative.

Texas Conference of Seventh-day Adventists

Sep 2021 – Jul 2022

Digital Communications Specialist

Alvarado, TX

- Produced and directed video content for large live events and built digital asset and communications systems supporting 50+ staff across multiple locations.

Southwestern Adventist University

Aug 2016 – Aug 2021

Enrollment Counselor & Social Media Lead, Enrollment Department

Keene, TX

- Ran the enrollment department's social media alongside counseling, partnering with university marketing; recruited, briefed, and directed **20+ student ambassadors** (praise team, musicians, class reps) as content creators for enrollment campaigns across a **nine-state territory** reaching roughly 10,000 prospective students a year.
- Sustained an **85% enrollment conversion rate** through consultative, relationship-driven follow-up.

ADDITIONAL EXPERIENCE

Kokua Education

2022 – 2024

Substitute Teacher, Grades K–12 (primarily 10–12, often on short notice)

CORE SKILLS

UGC strategy & creative direction · Influencer sourcing & vetting · Creator briefs & approvals · Disclosure & compliance review · Rate negotiation & incentive models · TikTok, Instagram & X organic · Performance analytics · Creator coaching · Content calendars & launch ops | **Languages:** English, Haitian Kreyòl, French, Spanish

EDUCATION & CERTIFICATIONS

B.B.A., Marketing · Southwestern Adventist University, 2016 | **Sprout Social:** Influencer Marketing Strategy (Emerging), Onboarding · Oct 2026