

Valentina Anea

Slug: Paloma Pedraza & TikTok

Headline: Paloma Pedraza talks about TikTok's immense growth as an sales professional

**Budget line:** What Paloma Pedraza's job at TikTok constitutes of

**Interviewed Sources:**

Paloma Pedraza, Brand Development Manager at TikTok. Interviewed over phone.

- Phone: +1 (210) 471-8700
- Date(s) contacted: via phone 05/05/21, interviewed 05/07/21

Camille Acquatella, Nursing student at The University of Texas at Austin. Interviewed over phone.

- Phone: +1 (972) 837-5772
- Date(s) contacted: via phone 05/03/21, interviewed 05/07/21

**These sources represent a diversity of voices for the article because it includes two Hispanic women, one a professional at TikTok and the other a TikTok user. These sources are also both diverse because they can attest to different experiences within TikTok**

**Background Sources / Websites Used:**

CNBC Website

<https://www.cnn.com/2020/10/06/tiktok-passes-instagram-as-second-most-popular-social-app-for-us-teens.html>

(outlined that TikTok is popular among teenagers)

Digiday Website

<https://digiday.com/marketing/marketers-see-tiktok-as-a-staple-of-the-social-budget/>

(outlined why TikTok Advertising is successful)

HED: Paloma Pedraza talks about TikTok's immense growth as an sales professional

By: Valentina Anea

As a graduate student, scrolling through TikTok Paloma Pedraza saw the potential for growth the company had and she just knew that she had to be a part of it.

By the beginning of 2020, Pedraza became a brand development manager for TikTok.

“TikTok just really caught my eye during my masters. They were just starting up and it was going to be a very start-up environment because it was so new,” said Pedraza.

It is safe to say that Pedraza’s trust in TikTok’s potential growth was well placed because in the fall of 2020 TikTok became the second most popular social media app after Snapchat for U.S. teenagers, taking Instagram’s spot on the ranking, according to [CNBC](#).

Pedraza, a University of Texas at Austin alumnus, graduated from UT-Austin in 2018 with a bachelor’s degree in advertising. She then went back a year later to get a master’s degree in marketing. She attributes much of her career-oriented motivation to her graduate experience.

“My master’s was very life-changing. It completely put me on a trajectory headed straight for TikTok. I figured out I didn’t just want to do advertising, I wanted to do everything under the marketing umbrella whether it was analytics or sales. I just wanted to learn more,” said Pedraza.

As a brand development manager Pedraza works on a sales team where her main priority is to grow clients in the fashion and beauty industry as quickly and efficiently as possible. While Pedraza is not allowed to reveal who her clients are, she says that they are both large and small businesses.

One current project Pedraza is working on is optimizing her fashion and beauty clients and making sure their advertising strategy on TikTok is as effective as possible. This includes everything from the sourcing of TikTok content creators to the execution of the campaign.

Pedraza is in charge of personally contacting influencers for campaigns, giving them direction, and making sure they follow through with the execution of their paid advertisements. But before she can contact influencers she has to prepare briefs for her clients detailing her ideas for the TikTok campaigns.

For Pedraza working in advertising sales is all about dealing with different personalities and steering them in the right direction. There are times when Pedraza’s clients do not always agree with her on what the best advertising strategy is for their brand. It is important to realize that clients and sales professionals have the same goal but sometimes they have differing opinions on what the best course of action is. But a disagreement can be the perfect way to get a fresh perspective on the project at hand by understanding where the client is coming from. For Pedraza disagreements are best

solved by taking a step back, assessing the situation and realizing what she can do to better understand her client.

“It’s really about putting myself in their shoes to understand what they are thinking as a stakeholder and as a business. It really does help me further understand why people work the way that they do,” said Pedraza when asked how she solves differing creative opinions.

TikTok is not as established as Facebook or Google yet and is trying to get to that level, according to Pedraza. While Pedraza remains humble about the impact that TikTok is having on the advertising world, media outlets are quick to say that TikTok is growing fast.

“This year, TikTok has quickly started to move out of the ‘experimental’ bucket and is now becoming a staple of the social spending pie, according to media buyers, who say that they expect more ad dollars to flow to the app this year,” said the online trade magazine [Digiday](#).

TikTok differs from other social media apps because its advertising is much more diverse. Ads can range from videos including product placement to hauls. It is a type of advertising that student Camille Acquatella said is incredibly successful. Acquatella has found herself purchasing many clothing and jewelry items after she has seen them on TikTok.

Pedraza has big dreams. In 10 years she sees herself making the transition from advertising sales to marketing. She hopes to hold a leadership position and lead a team of her own.

“I want to get into more of the marketing realm of TikTok and focus on building a strategy team,” said Pedraza.

While Pedraza’s career could not have been achieved without her perseverance she attributes much of her career and life success to her curiosity.

“Being very curious and not being afraid to ask questions is very important. Meeting people and asking them as many questions as possible and just being genuinely curious is how I’ve been able to navigate my career successfully,” said Pedraza. “Questions are how you get things answered as simple as that may be.”