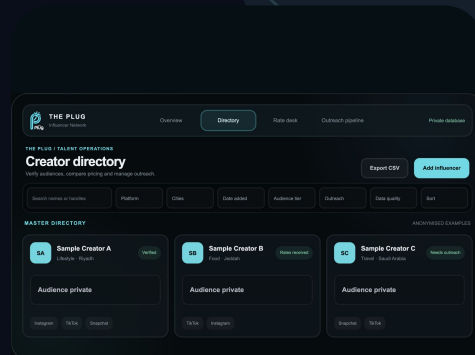


Influencer operations dashboard

A private creator-research, outreach and proposal system developed beyond the original spreadsheet brief.



OUTCOME SUMMARY

01

Problem

A basic creator-rate spreadsheet could not support structured research, outreach or proposal preparation.

02

Responsibility

I independently expanded the brief into a private working system during my co-op.

03

Produced

An overview and data-health view, creator directory, outreach records and editable proposal workflow.

04

Practical value

Research stays organised and a selected shortlist becomes a client-ready proposal in under one minute.

SELECTED EVIDENCE

CREATOR RESEARCH

DIRECT OUTREACH

RATE COLLECTION

DATA STRUCTURE

PROPOSAL LOGIC

INFORMATION QA

All interface examples are anonymized. Real creator, contact, rate, client and campaign information remains private.