

PAULINA LOPEZ

Where culture *gets built* into brands.

Los Angeles · Executive · Speaker · Writer · Creator | Media Kit 2026



1.08M

Content views, trailing 90 days

46.7K

Interactions, trailing 90 days

628K

Story views, trailing 90 days

66.2%

Audience skew, men 25–44

THE EXECUTIVE

Fifteen-plus years building consumer strategy at the intersection of sport, fashion, entertainment and youth culture. Leads experiential and cultural marketing across North America, with direct partnerships including PUMA, Nike Inc. and adidas.

Marketing Director

Foot Locker, Inc.

Apr 2021–Present

Dir., Commercial Planning & Activations

Bacardi USA

May 2011–Mar 2021

FEATURED IN

Nice Kicks · Voyage LA · GQ · GQ Middle East

AVAILABLE FOR

Sponsored Posts · UGC · Event Coverage · Brand Trips · Speaking · Product Seeding Content

THE PLATFORM

Basketball · Sneaker Culture · Fashion · Travel

Men 66.2%

Women 33.8%

Age 25–34 34.9%

Age 35–44 40.7%

United States 61.0%

Story views (90d) 628K

"You have an incredible team that has been so kind to me... Continue to be you in every space. Your impact is seen and felt."

— GREYDY DIAZ, WNBA TIP-OFF

"Experiences like this go far beyond basketball. They inspire our athletes to dream bigger, lead stronger, and continue protecting their path both on and off the court."

— JERMAINE SEAGEARS, FOUNDER, PATHWAY PREP HOOPS

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