PERSONAL BRANDING ON SOCIAL MEDIA THROUGH CREATIVITY
Analysis of Influencer 'Marcela Peraz'

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KEYWORDS	ABSTRACT
Personal brand Influencer Social media Engagement Body paint Creativity Digital metrics	*Consolidating a personal brand on social media is not an easy task. It requires a continuous learning process based on trial and error. However, once a good reputation is achieved and a connection with the audience is established, the possibility of generating both economic and personal benefits opens up. This work presents a success story of personal branding through creativity: 'Marcela Peraz', a content creator on social media, positioned as one of the best make-up and body paint artists in Latin America, with a prominent presence on TikTok, Facebook, Instagram, and YouTube.*

1. Introduction

Marcela is a young woman from El Salvador who has completed her undergraduate and master's degrees in Marketing in Murcia (Spain) thanks to a scholarship from her country and another scholarship from her Spanish university. The development of her personal brand, 'Marcela Peraz', took place during the pandemic lockdown, a circumstance that allowed her to develop her greatest talents: painting through make-up, *body painting* and being able to show it on camera on social media, which has made her an influencer.

The main objective of this study is to evaluate the impact of the personal brand 'Marcela Peraz' as a content creator on the main social networks, examining both her influence on the public and the profile and preferences of her followers. To achieve this objective, research has been carried out that includes Marcela's active participation through interviews, detailed analysis of her social media content and her personal experience in the process of creating and consolidating her brand. Additionally, a survey was conducted among her followers to gain insight into their perceptions and behaviours. The results are presented through a journey that covers the brand's background, its development, and its consolidation as a success story in the field of digital entrepreneurship. The following sections outline the brand's background, its development, and its consolidation.

2. Social media and creativity

Social media are online platforms designed to facilitate the creation, sharing and interaction with diverse content, allowing users to broaden their perspectives and connect beyond their immediate environment (Akram et al., 2017; Irfan et al., 2022; PrakashYadav et al., 2017). These tools offer an accessible and affordable space to express creativity, share ideas and establish connections, characteristics that distinguish them from traditional media such as television or museums (Acar et al., 2021). In addition, they meet key criteria such as social presence, media richness and self-disclosure to be classified as social networks.

2.1. Social networks

Social networks offer an open market of ideas accessible to anyone with Internet access. In fact, a key feature of social networks is their ability to transform any user into a content creator, facilitating the publication of videos, photographs, blogs, or podcasts and encouraging direct interaction with a global audience (Asio & Khorasani, 2015; ; Rodríguez-Vázquez et al., 2022).). These platforms also allow users to build electronic portfolios, which promotes both connection with potential clients and collaboration between experts, strengthening communities of shared interest (e.g. LinkedIn). Users have the option to follow specific accounts related to their interests, such as artists, designers, or writers, turning social media into a dynamic environment for the exchange of ideas and creative inspiration (Akram et al., 2017).

This digital environment fosters a "participatory culture" characterised by inclusion and collaboration. According to Kopf (2020), social media has changed the traditional dynamics of information generation and access, shifting from a hierarchical approach to one where users not only consume but also actively create content. By reducing barriers to entry, this culture allows novice creators to learn from their peers and receive feedback, strengthening both individual and collective creativity (Kang, 2019). Hashtags and related accounts have become constant sources of inspiration and support, consolidating communities of practice on social media (e.g. Facebook).

In this context, Zhu and Chen (2015) classify social networks into two broad categories: profile-based and content-based. Profile-based networks prioritise connections between individuals, while content-based networks focus on published material and the interactions it generates. These differences influence the purpose and dynamics of each platform's use, as detailed in Table 1.

Table 1. Profile-based versus content-based social networks

Appearance	Based on profiles	Content-based
Focal point	The member	Published content
Nature of the information	Topics are usually related to the person	Discussions and comments revolve around the published content
Main purpose	Users connect mainly because they are interested in the person behind the profile	Users connect because they like the content provided by a profile
Examples	Facebook, Twitter, WhatsApp	Instagram, YouTube, Pinterest

Source: Zhu & Chen, 2015.

These categories not only define the dynamics of interaction, but also reflect the adaptability of social media to the needs of creators and audiences.

The COVID-19 pandemic highlighted the relevance of social media as tools for cultural connection and creative dissemination. The closure of cultural institutions and the cancellation of in-person events forced both creators and audiences to quickly adapt to digital platforms (Jeannotte, 2021). Social media became the primary means of reconnecting with audiences, promoting virtual alternatives such as live streams and free performances. This shift not only ensured the continuity of cultural production, but also transformed the way creative communities interact and collaborate in a digitalised world.

2.2. Creativity

Creativity is a universal concept that encompasses all fields of human activity, although there is no unified theoretical framework to describe it (Runco & Jaeger, 2012). The Componential Model of Creativity developed by Amabile stands out for integrating personal, social, and environmental factors that influence creative behaviour (Kaufman & Glăveanu, 2019). This model identifies three essential components for creativity: domain-relevant skills, creativity-relevant processes, and task motivation.

1. Domain-relevant skills: these include factual knowledge, technical skills, and experience within a specific area, which serve as the basis for creative performance. They depend on both inherent abilities and formal and informal education in the domain (Amabile, 1983).
2. Processes relevant to creativity: this component encompasses cognitive skills such as tolerance for ambiguity, the ability to view problems from new perspectives, and traits such as resilience and risk-taking. It also includes strategies developed from experience to foster creative thinking (Amabile, 1983).
3. Task motivation: Intrinsic motivation, which arises from personal interest or satisfaction, is crucial for creativity. External influences, such as rewards or evaluations, can reduce this motivation, limiting creative performance. In contrast, when motivation is primarily intrinsic, it drives creativity (Amabile, 1983).

Amabile's model challenges the notion that creativity is exclusively an innate talent, highlighting the importance of the interaction between the individual and their environment. Factors such as social support and environmental conditions significantly influence creative performance, although there is also a paradox: the need for praise and support versus the desire to maintain independence from external opinions (Amabile & Pillemer, 2012; Runco & Jaeger, 2012).

# 3. Personal brand "Marcela Peraz"

3.1. Background

Marcela Saraí Pérez De Paz, known on social media as 'Marcela Peraz', was born on 12 July 1998 in the city of Candelaria, in the department of Cuscatlán, El Salvador. She is the third of seven siblings in a working-class family that lacked the resources to finance university studies for its members. Despite these limitations, Marcela managed to obtain a scholarship from the government of El Salvador to study for a degree in Marketing and Business Management at a Spanish university. Subsequently, during the 2023/2024 academic year, she continued her education with a Master's Degree in Marketing and

Communication thanks to a scholarship awarded by the same university. Since childhood, she has had a passion for painting and drawing; however, her economic circumstances did not allow her to train in this discipline, except for a short course in which she learned the basic techniques of this subject.

She began her marketing studies in the 2019/20 academic year, and it was during the COVID-19 lockdown that adversity became her greatest ally. She bought her first paints and began doing her own make-up without sharing it with anyone. However, in July 2021, she had some friends over while she was wearing make-up, and they encouraged her to share her art with others on social media.

Her first video had little impact. Her second video attracted more than 1,000 followers in a week, and she realised that she had a product that, if she could develop it well, would reach a target audience she had never dreamed of. Her stories and makeup looks have evolved from the simplest to the most sophisticated (see Figure 1).

Figure 1. Evolution of Marcela Peraz's make-up looks (2021; 2022; 2023)
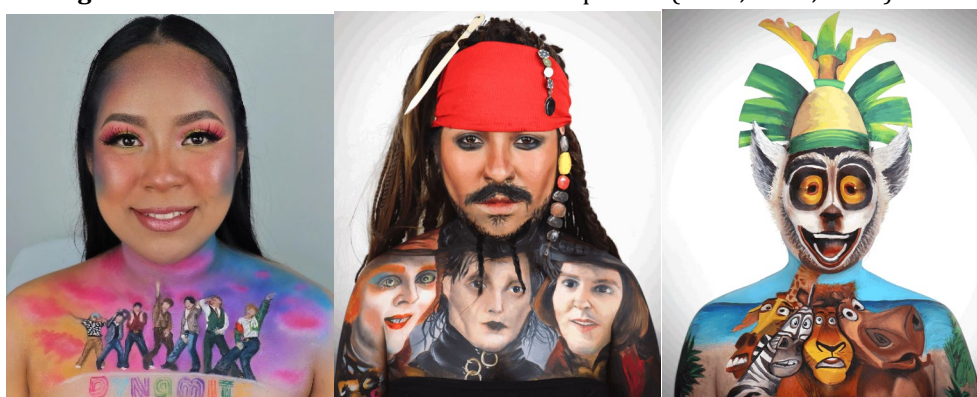
Source: Marcela Peraz's Instagram (2024)

Just one year after posting her first video, in April 2022, a post featuring eight makeup designs inspired by the flags of all Latin American countries went viral, introducing Marcela Peraz to more than 30 million people and bringing her TikTok profile to its first million followers (see Figure 2).

Figure 2. Examples of Marcela Peraz's viral videos on TikTok
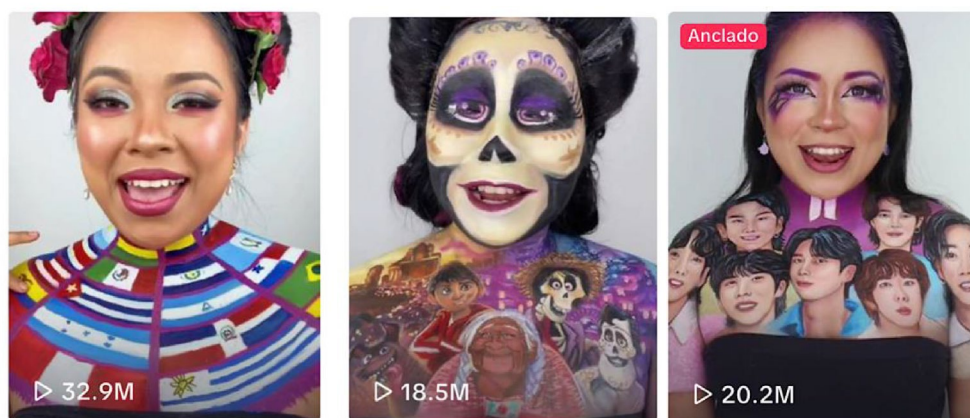
Source: Marcela Peraz's TikTok (2024).
Note: (The symbol M stands for millions)

Building on that success, each of the artist's new makeup looks went viral on social media. In fact, even celebrities such as Marc Antoni and Gente de Zona, the singers of the song La Gozadera, which she used in the flag video, posted the video on their social media accounts. Many media outlets interviewed her, many companies began to request her services as a means of advertising, and millions of people began to follow her work on social media. A year later, in 2023, Marcela Peraz's project as an artist continued to grow and new opportunities came her way. Perhaps the latest and most important is that after graduating from university, the same institution, upon learning of her talent, decided to award her a scholarship to continue her Master's studies in Marketing and Communication, as mentioned above.

3.2. Personal brand

Standing out on social media is difficult, as there are many competitors engaged in similar activities. Therefore, it is essential to differentiate oneself and present innovative and unique content (Setiawan et al., 2021). This is the strategy Marcela Peraz has followed to define her personal brand. Of course, at first she received derogatory comments such as "another one doing the same thing" or even "copycat". However, she began to develop a *narrative* that showed the world that she was a young woman from a humble family, a fighter in pursuit of her dream of making a living from her make-up on social media.

Marcela Peraz's personal branding strategy, as defined by herself based on interviews conducted consists in:

- Mission: To create unique artistic makeup designs every week that convey messages such as passion for what you do and the importance of loving yourself and being yourself.
- Vision: To be the number one *makeup artist* in Latin America.
- Values: Passion, humility, creativity, authenticity and self-love.
- Motto: *Love Yourself, Be Yourself.*
- Platforms used: TikTok, Instagram, Facebook, YouTube, Threads, and X.
- Type of content published: short videos showing various artistic makeup designs inspired by characters, actors, artists, events, companies, etc.; photographs of makeup designs and long videos telling romantic stories while applying makeup.
- Positioning: one of the best creators of artistic makeup content, she presents unique and creative designs (see Figure 3), which stand out for the quality of their content. She demonstrates passion and love for what she does, is a very patient and dedicated person, strives to achieve her goals, and connects with her followers.
- Organisational structure: Marcela is the only person who executes and manages the work in all areas and platforms, from the creation of design sketches to the subsequent publication and monitoring of messages and comments, as well as budgets and closing deals with companies.

Figure 3. Examples of Marcela Peraz's creative make-up designs

Source: Marcela Peraz's Instagram (2024).

3.3. Marcela Peraz: success story

From the moment Marcela decided to follow her passion and share it on social media, numerous doors opened in her life and new opportunities arose. Just one year after starting, her TikTok account has over a million followers, with more than 600,000 on Facebook and over 20,000 on Instagram. The impact of her content gave her the opportunity to capture the attention of important organisations such as the European Union delegation in El Salvador, various NGOs in Latin America, television channels in Spain and even the prestigious Academy Awards in the United States (see Figure 4), which expressed interest in collaborating with her.

Figure 4. Makeup inspired by the film "Encanto" shown during the film's show at the 2022 Academy Awards

Source: Marcela Peraz's Instagram (2024).

In 2022, Marcela Peraz reached more than 100 million users on Facebook alone and achieved around 261.4 million views on TikTok. A year later, in 2023, although her reach on Facebook decreased to 66.2 million users, on TikTok she far exceeded this figure, reaching 373.9 million views, i.e. 112.5 million more than the previous year. As for Instagram, the growth is reflected in the number of followers, going from 2,000 in 2021 to more than 320,000 in 2023.

After implementing monetisation on Facebook and TikTok, as well as negotiating paid collaboration contracts with various companies, Marcela managed to earn around £12,000 in 2022. By the following year, her revenue had increased to approximately £13,000. However, due to academic commitments such as completing her degree, submitting her final thesis and undertaking work experience, content creation became a considerable challenge. In the coming years, Marcela hopes to manage this aspect more efficiently in order to not only increase her income, but also expand her reach on different social networks by focusing, as proposed by Zhu and Chen (2015), on different aspects that are summarised in Table 2.

Table 2. Marcela Peraz's social media strategies

Aspect	Profile-based	Content-based
Focal point	The connection with her followers is based on her personality and close relationships.	The creative content you publish, such as artistic make-up and videos.
Nature of the information	Personal communication or more informal comments on her private profiles or close communities.	Discussion and feedback on the design, innovation, and creativity of her posts.
Main purpose	Strengthen the emotional bond with your audience based on your personality.	Inspire, teach, and share your creative work with a global community.
Examples	Facebook, Twitter.	Instagram, YouTube, TikTok

Source: own elaboration based on Zhu and Chen, 2015.

4. Methodology

This study uses a mixed-methods approach, integrating quantitative and qualitative techniques through a triangulation process that allowed data from different sources to be combined to ensure a comprehensive understanding and validate the findings.

First, an analysis of metrics of her social media activity was carried out based on the PRGS (Presence, Response, Generation and Suggestion) model, complemented by updated metrics such as engagement and virality. This analysis, applied over a six-month period (November 2023 - April 2024), made it possible to quantitatively evaluate her performance on platforms such as TikTok, Instagram, Facebook, and YouTube. Tables 3 and 4 show the instruments used to carry out the content analysis of the influencer's social media.

In the quantitative component, a structured questionnaire was administered to 2,559 of Marcela's followers. This instrument, organised into thematic blocks, explored the demographic profile of the participants, their current and future preferences, and their interaction with the published content. The questionnaire was designed based on theoretical foundations such as Amabile's Componential Model of Creativity and recent studies on social media (Amabile, 1983; Zhu & Chen, 2015). Table 5 shows the instrument used to determine the profile and preferences of users.

On the other hand, the qualitative component consisted of semi-structured interviews conducted with the influencer at different points in time. These interviews provided detailed information about her career and the strategies she has implemented to consolidate her success in the digital environment.

Table 6 shows the procedure for the semi-structured interviews conducted with Marcela.

The triangulation of these techniques not only allowed us to validate the results obtained from different perspectives, but also to gain an in-depth understanding of the dynamics that explain Marcela Peraz's success as a personal brand in the digital ecosystem.

4.1. Analysis of the interaction between the brand and its followers on social media

To study the relationship between the Marcela Peraz brand and its followers, we used the model proposed by IAB Spain Research in its work: "*Study of brand activity on social media*", which is published annually. This model was developed by the IAB Social Media Council, based on the IAB Framework designed by Richard Pentin, with the aim of achieving a standardised way of measuring activity on social media that would allow brands within the same sector to be compared (Beltrán et al., 2017). In our case, we have used and adapted the update made by IAB Spain (2016) on its consolidated model called PRGS (Presence, Response, Generation and Suggestion), (2013). This is due to several reasons argued by IAB, which indicate that some of the concepts used by the PRGS model are obsolete and that this model combines other metrics that are better known in the market (engagement, virality, or efficiency). We have also taken into consideration the recent reference publications by IAB Spain (2022 and 2024). Table 3 shows the instrument for studying the relationship between influencer Marcela Peraz and her followers.

Table 3. Instrument for studying the relationship between Marcela Peraz and her followers: PRGS

Component of the PRGS Model	Description	Adaptation to the Marcela Peraz Case	References
1. Presence	Measures the brand's activity on social media, including the frequency and diversity of posts.	Analysis of Marcela's posts on TikTok, Instagram, Facebook, YouTube and X over a period of 6 months.	IAB Spain (2016); update by IAB Spain (2022, 2024); Beltrán et al. (2017).
2. Response	Evaluates followers' interaction with published content (likes, comments, shares).	Monitor engagement metrics (likes, comments and shares) per post.	IAB Spain Research: "Study of brand activity on social media" (2022, 2024).
3. Generation	Analyses content generated by followers in response to brand activity.	Identify follower posts that mention, tag, or respond to Marcela's content.	IAB Framework designed by Richard Pentin (IAB Spain, 2016).
4. Suggestion	Evaluate followers' recommendations or suggestions about the brand or its content.	Compilation of suggestions related to new topics, formats and collaborations proposed by followers.	PRGS model (IAB Spain, 2013; updated 2016) adapted according to modern metrics (engagement, virality, efficiency).
Study period	Focuses on a specific period to ensure comparability between metrics.	Analysis of activity and metrics between November 2023 and April 2024.	Adaptation of the PRGS model (IAB Spain, 2016).

Component of the PRGS Model	Description	Adaptation to the Marcela Peraz Case	References
Social Networks Analysed	Focuses on the most relevant social networks for the market and influencer activity.	Analysis on TikTok, Instagram, Facebook and YouTube, the main platforms used by Marcela.	IAB Spain: "Basic Metrics for Influencer Campaigns" (2022, 2024).

Source: own elaboration, 2025.

Table 4 below shows the parameters for analysing Marcela's activity on the different platforms she uses.

Table 4. Parameters for analysing Marcela Peraz's activity on social media

Parameter	Description	Calculation Method	Reference
Community	Total number of followers, fans, or subscribers on the analysed platforms.	Sum of followers on TikTok, Instagram, Facebook, YouTube and X.	IAB Spain (2022, 2024).
Posts	Total number of publications made and type of content.	Classification of posts into image, video or text.	IAB Spain (2016).
Engagement (*)	Relativises interactions per publication, adjusting for differences in impact.	Engagement = (Interactions / Posts) / Community.	Mejía Llano (2013); Magadán-Díaz and Rivas-García (2020).
Likes/ Reactions	Total number of likes or reactions obtained in posts.	Direct count of likes or reactions per post.	IAB Spain (2016, 2024).
Comments	Total number of comments received on posts.	Direct count of comments.	IAB Spain (2024).
Shares	Number of times the content was shared by followers.	Direct count of shares or retweets.	IAB Spain (2016, 2024).
Saved	Number of posts saved by followers for future reference.	Direct count of saves.	Mejía Llano (2013).
Interactions	Total interactions on posts (likes, comments, shares, saves).	Interactions = Likes + Comments + Shares + Saves.	Mejía Llano (2013); Magadán-Díaz and Rivas-García (2020).
Virality	Proportion of shared content in relation to the total community.	Virality = Shares / Community.	IAB Spain (2016, 2024).
Efficiency	Measures the average number of interactions per post.	Efficiency = Interactions / Posts.	Mejía Llano (2013); Magadán-Díaz and Rivas-García (2020).

Source: own elaboration, 2025

(*) Engagement is calculated using the following formula:

$$E = \frac{\frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{No. of posts}}}{\text{No. of followers}} \times 100$$

4.2. Analysis of the profile and preferences of Marcela Peraz's followers

As mentioned above, a survey was conducted among Marcela Peraz's followers using a structured questionnaire, which is described in Table 5 below.

Table 5. Questionnaire for the Study of the Profile and Preferences of Marcela Peraz's Followers

Block	#	Purpose	Breakdown of Questions
1. Connection with the Influencer and Participation in Social Networks	4	Explore how users interact with Marcela on different platforms and their active participation. This section addresses social media dynamics, highlighting the distinction between profile-based and content-based platforms (Zhu & Chen, 2015), as well as the importance of active and collaborative participation on social media (Kopf, 2020).	1. Social media platforms used to follow Marcela (TikTok, Instagram, Facebook, YouTube, and Thread). 2. Reasons for following (artistic makeup, content creation, personality, promoted brands, and recommendations). 3. Awareness of profiles similar to Marcela's. 4. Participation in Lives (following, preferences regarding aspects such as interactive content or demonstrations, and preferred platform for future Lives).
2. Creative Content Preferences	6	Identify user preferences in terms of formats, themes, and characteristics of creative content. This block is linked to Amabile's Component Framework of Creativity (1983), which integrates domain-relevant skills and creative processes as key factors in creative production. Furthermore, it reflects how social media fosters a participatory and inclusive culture that reduces barriers to creativity (Kopf, 2020; Kang, 2019).	5. Preferred content in posts (makeup design, innovation, video and audio quality). 6. Favourite post formats (short videos, long videos, compilations and photographs). 7. Ideal video length (from 5 minutes to over 15 minutes). 8. Preference for creative themes (Disney princesses, villains, cartoons, famous singers and actors, trending films). 9. Open suggestions (characters, songs, or films they would like to see represented in the makeup).
3. Perception of Creativity and Future Projections	5	Assess the audience's perception of Marcela's creativity and future expectations. This section relates to the interaction between intrinsic and extrinsic motivation in creative development (Amabile & Pillemer, 2012), highlighting the importance of personal and environmental factors in fostering creativity. The relationship with the audience, as a catalyst for creative quality, is also in line with Burt (2001) and Setiawan et al. (2001).	10. Valued personality traits (creativity, passion, empathy, and humility). 11. Frequency and type of desired posts (more than one makeup post per week, social posts, collaborations with other creators, bodypaint video tutorials). 12. Interest in online courses (willingness to pay for artistic makeup courses and estimated price range).
Classification Questions	3	Collect basic demographic information to segment the data.	Age, gender, and country of origin.

Source: own elaboration, 2025.
Note: #: refers to the number of questions in the questionnaire.

4.3. Analysis of the interviews conducted with Marcela

The interviews conducted with the protagonist of this success story were semi-structured. She told us her story and success on social media. She also told us how she had been able to apply what she had learned in her Bachelor's Degree in Marketing and Commercial Management and in her Master's Degree in Marketing and Communication. These interviews were conducted at different times, mainly during her master's studies and later, for two presentations at international conferences and for this study.

Table 6. Semi-structured interviews with Marcela Peraz

Aspect	Description	Time (MT)
Purpose of the interviews	To obtain information about the history and success of social media.	TM1: During the Master's programme and afterwards.
Topics covered	- Personal history. - Success on social media. - Strategy for achieving your goals on social media. - Applying what you have learned in your university studies to your profession.	MT2: During the Master's Degree: Reflection on the educational impact. MT3: After the Master's Degree: Preparation of communications for international conferences and for this study.
Use of interviews	Generating content for this study and for two communications at international conferences.	After the Master's degree, for the preparation of communications and the success story of this research.

Source: own work, 2025.

5. Results

5.1. Results of the content analysis of the influencer's social media

This section presents the results of the content analysis of Marcela Peraz's social media. Table 7 below shows the most relevant data. As can be seen, interaction with the Marcela Peraz brand is very high. Almost all aspects analysed (engagement, likes, shares, saves, interactions and virality) stand out. In terms of the number of followers , the 4.3 million followers on TikTok and more than 1.9 million fans on Facebook stand out at the time of the study (April 2024).

The number of posts in the period analysed ranges from 64 to 118, with videos about images standing out due to the type of content Marcela publishes.

The *engagement* ratio is very high, exceeding 1% on all networks, a level considered high, as indicated by Buhalis and Mamalakis (2015). In fact, it ranges from 2.49 on Facebook to 8.91 on Instagram.

In terms of likes/reactions, TikTok stands out with more than 27 million, compared to 200,000 on YouTube. The high number of interactions is also noteworthy, with TikTok standing out with more than 28 million for the period analysed.

The virality of its posts is also very high, with 11.72% on Facebook and 7% on TikTok. Efficiency is also very high, with TikTok in first place with a figure of 267,809.87.

Table 7. Impact of social media posts

	TikTok	Instagram	Facebook	YouTube
Community	4,300,000 followers	529,000 followers	1,935,009 fans	41,600 subscribers
Posts	107	64	118	65
Image		26	57	
Video	107	38	61	65
Engagement	6.22%	8.91%	2.49	7.53
Likes/reactions	27,233,002	2,889,222	5,393,981	202,463
Comments	192,598	44,370	77,729	1,226
Shared	301,378	7,596	226,782	
Saved	928,679	78,021		

Total interactions	28,655,657	3,019,209	5,698,492	203,689
Viral	7	1.43	11.72%	
Efficiency	267,809.87	47,175.14	48,292.30	3,133.67

Source: Own elaboration based on Marcela Peraz's accounts on TikTok, Instagram, Facebook and YouTube (2024).

As an example, Figure 5 shows Marcela Peraz's most viral videos on TikTok as of December 2024. As can be seen, they have millions of views.

Figure 5. Marcela Peraz's most viral videos on TikTok
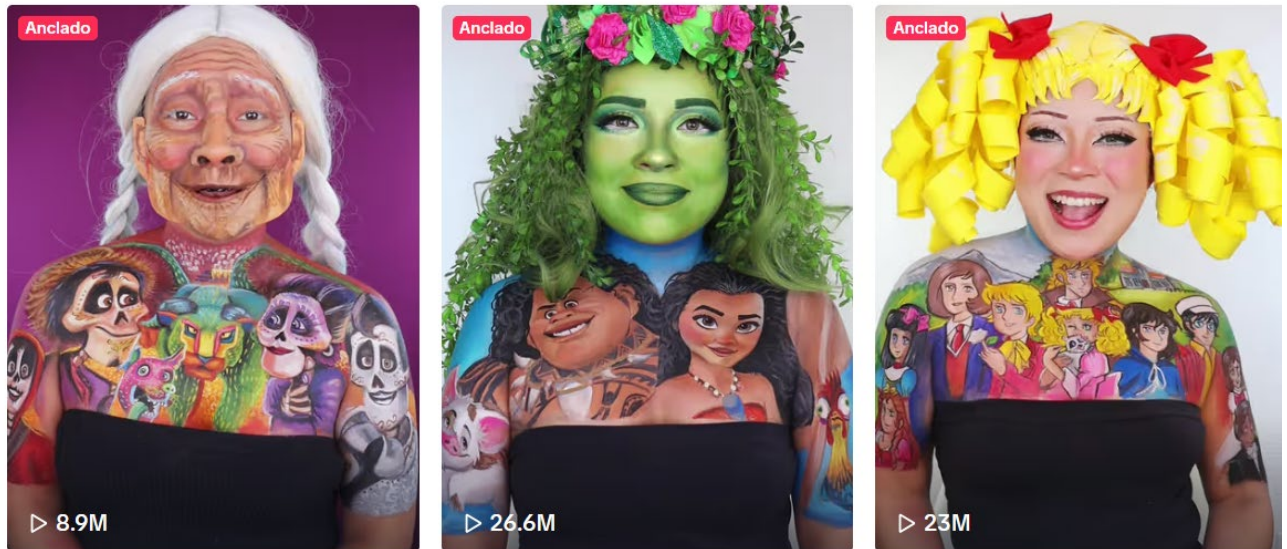
Source: Marcela Peraz's TikTok (2024).

5.2. Results of surveys of followers

The surveys conducted reveal very interesting results regarding the tastes and preferences of Marcela's followers.

Respondents follow Marcela on her various social media platforms. Facebook stands out with 2,039 followers, followed by Instagram with 1,820 and TikTok with 1,665, with YouTube lagging behind with 801 and Threds with 301. However, many of the participants follow her on several social media platforms.

As for the reasons why users started following Marcela, it is worth noting that 46.9% of users indicated that they like her way of creating content, followed by 37% who like her artistic makeup and 14% who appreciate her personality. Recommendations from others and interest in the brands she promotes are residual factors.

The next question about whether they have seen anyone else creating the same type of content as Marcela Peraz indicates that 1,327 people (51.9%) have only seen her, 1,000 (39.1%) have only seen a few, and 230 (9.1%) have seen several.

As for *live* streams, more than half of those surveyed have watched them (67.1%) compared to 32.9% who have not. When asked what they like most about them, 72% said "watching the make-up process", while "curiosity about how she does it" accounted for 20.9% of responses. In addition, a residual 5.7% said that her live streams "relax them" and only 1.5% said that what they like most about them is "being entertained". On the other hand, the platforms chosen to watch the *live streams* are, in order of preference, as follows: Facebook with 37.8%, TikTok with 35%, Instagram with 19.4%, YouTube with 6.9% and Twitch with 0.9%.

In terms of preferences for the content of the posts, users rate the design very positively as very good and excellent (92.37%) and the innovation of the make-up (89.40%), as well as the quality of the videos (88.28%) and the audio of the posts (86.60%). These results confirm that Marcela's followers appreciate

two of the elements of Amabile's competency-based creativity model: her relevant skills in her field and the processes relevant to the development of creativity (Amabile, 1983).

Table 8 shows users' preferences regarding Marcela's videos and photographs. As can be seen, followers show great acceptance of them, with a range of 70 to 88 per cent. As for long videos, the preferred duration is fairly evenly distributed among all the options proposed. The shortest duration (5 minutes) and the longest (more than 15 minutes) stand out.

Table 8. Preferences regarding videos and photographs

Type of Publication	Quite	Very	Total (Likes)	Preferred Length
Short videos (1 minute)	704	1,343	2,047	Not applicable
Long behind-the-scenes videos	731	1,271	2,002	5 minutes (31.8%) 10 minutes (26.5%) 15 minutes (15.0%) More than 15 minutes (26.7%)
Long videos telling romantic stories	626	1,178	1,804	5 minutes (31.8%) 10 minutes (26.5%) 15 minutes (15.0%) More than 15 minutes (26.7%)
Long videos sharing interesting facts	695	1,276	1,971	5 minutes (31.8%) 10 minutes (26.5%) 15 minutes (15.0%) More than 15 minutes (26.7%)
Makeup compilation videos	649	1,557	2,206	5 minutes (31.8%) 10 minutes (26.5%) 15 minutes (15.0%) More than 15 minutes (26.7%)
Makeup photographs	600	1,661	2,261	Not applicable

Source: own work, 2025.

Table 9 shows the results obtained regarding users' preferences for desired topics, perceptions of her personality, and new initiatives. As can be seen, all the proposed topics are highly valued by fans, with a range of 72 to 86 per cent. This shows that Marcela knows how to connect with her audience, given that the topics chosen for her stories are widely accepted among respondents. In terms of personality, the consensus is overwhelming, highlighting her personal brand. As can be seen in the table, more than 95 per cent of users believe that she shows passion and loves what she does, and that she is empathetic and humble. Finally, with regard to new initiatives, the proposal that has received the most support is to make video tutorials on *body painting* makeup, followed by social makeup.

Table 9. Preferred topics, perception of personality and new initiatives

Aspect Evaluated	Subcategories/ Details	"Quite a lot"	"Very much"	Total (Likes)	Other Information/Comments
Desired themes	Disney princesses	601	1,497	2,098	*Toy Story* and cartoons featured in open responses
	Cartoon villains	706	1,350	2,056	
	Old cartoons	616	1,667	2,283	
	Famous singers	658	1,185	1,843	
	Famous actors	678	1,180	1,858	

Aspect Evaluated	Subcategories/ Details	"Quite a lot"	"Very much"	Total (Likes)	Other Information/Comments
	Trending films	632	1,584	2,216	
Perception of personality	Creative	274	2,215	2,489	Overall positive perception across all categories
	Demonstrates passion	237	2,261	2,498	
	Loves what they do	234	2,266	2,500	
	Empathetic	315	2,132	2,447	
	Humble	286	2,164	2,450	
New initiatives	Body paint video tutorials	1,323 (Yes)	9.22 (Maybe)	-	Proposal with the most support
	More social makeup	-	-	-	Significant support
	More makeovers per week	-	-	-	
	Collaborations with other creators	950 (Yes)	890 (Maybe)	679 (No)	Divided opinions

Source: own work, 2025.

With the idea of evaluating new types of publications, fans were asked if they would be interested in participating in online courses offered by Marcela to learn artistic makeup. To this question, 74.4% of respondents answered yes, compared to 25.6% who answered no, with the rest of her followers remaining indifferent. A question was also asked about the price of these courses. Table 10 below shows the responses obtained. The results suggest an opportunity for the artist to diversify her publications, as well as a business opportunity for her personal brand, where the most highly rated price is $15 to $25, followed by $25 to $50, with the lowest price receiving the worst ratings, with 17.7% of responses, and the highest price receiving 16.2% of responses.

Table 10. Preferences regarding *body painting* courses

Aspect evaluated	Details	Results	Observations
Interest in online courses	Would you be interested in participating in courses offered by Marcela?	Yes: 74.4% No: 25.6%	Most followers are interested in artistic make-up courses.
Preferred price for courses	Most valued price range	15 to 25 USD	This is the most popular range.
	Second most valued rank	25 to 50 USD	It also has significant backing.
	Least valued prices	<15 USD: 17.7% > 50 USD: 16.2%	The lowest and highest prices are less accepted.
Opportunity	Diversification of publications	Online make-up courses	Potential for monetisation and greater connection with interested followers.

Source: own elaboration, 2025.

In terms of the demographic profile of Marcela's fans, they are mainly women, as 91.2% are female. By age group, the predominant group is 25 to 34 years old, with 32.1% of responses. This is followed by 35 to 44 years old with 26.3% and 45 to 64 years old with 24%. Meanwhile, those aged 18 to 24 account

for 14.6% of the sample. The extreme groups, i.e. the youngest and oldest, are residual in size, with 2.1% under the age of 17 and 0.9% over the age of 65 (see Table 11).

Table 11. Distribution of followers by social network and age group.

Age	Social network			
	TikTok	**Instagram**	**Facebook**	**YouTube**
14 to 17	0.0	8.2	0.0	3.20
From 18 to 24	46.0	23.4	23.6	17.60
25 to 34	37.0	34.4	43.0	30.0
35 to 44	12.0	21.0	22.10	28.40
45 to 54	3.0	9.3	8.30	12.20
Over 55	2.0	3.7	3.00	8.60

Source: own elaboration, 2025.

By geographical area, most of her followers are Latin American. Among them, those from Mexico stand out, accounting for 27.9% of the total. They are followed by those from El Salvador (remember that this is Marcela's country of origin) with 14.8% of the responses. The range of responses from Latin America is very broad, with fans from many countries in the region. Table 12 shows the distribution by social media for the seven countries where she has the most followers.

Table 12. Followers by social media platform by country

Country	Social Network			
	TikTok	**Instagram**	**Facebook**	**YouTube**
Mexico	26.1	11.8	33.6	31.3
United States	22.9	15.6	8.2	6.2
Colombia	9.5	6.1	11.4	5.1
El Salvador	7.8	0.0	4.9	1.0
Ecuador	7.3	0.0	4.3	2.4
Brazil	0.0	6.5	0.0	2.2
Venezuela	0.0	6.3	4.7	2.4

Source: own elaboration, 2025.

5.3. Interview results

Interviews with Marcela Sarai Perez De Paz confirm her passion for her work, her humility, and her enthusiasm for making her way in the competitive and ever-changing world of social media. She has achieved her goals and exceeded her expectations, which point to new entrepreneurial projects with her courses. As she herself states, *"what I have achieved is the result of a lot of effort, dedication and passion for what I* do" (MT3, Macela), "*I have been called a copycat and other things, but my spirit of self-improvement and the affection of my followers have kept me going with my content creation*" (MT2, Marcela).

Marcela states: "*My university studies have allowed me to develop my work on social media, as I have been able to apply what I have learned in many subjects, not only those related to digital marketing, but also in other more diverse areas such as finance, pricing and strategy, among* others" (MT3, Marcela). Regarding the master's degree, she states that "*in this master's degree, I have consolidated my holistic*

view of marketing and communication" (MT2, Marcela). In short, "*my university studies have helped me to undertake this innovative project, to have critical and self-critical skills, to be innovative and reflective, and to be able to apply new trends in marketing to my professional development*" (MT2, Marcela).

6. Conclusions

This work has demonstrated the transfer of knowledge from the university to the productive sector, as it has managed to integrate the knowledge acquired in undergraduate and master's studies into the creation, development and consolidation of a personal brand on social media. 'Marcela Peraz', a content creator on the main social networks, where she has millions of followers, has been able to turn her hobbies into her profession, becoming an entrepreneur in an expanding and highly competitive world. She has 4,300,000 followers on TikTok, 1,935,009 fans on Facebook, 529,000 followers and 41,600 subscribers on YouTube. These data confirm Amabile's competency model, since Marcela's creativity through her makeup would not make sense in her field without interaction with her fans (Amabile & Pillemer, 2012). Likewise, Marcela uses both profile-based social networks (Facebook) and content-based social networks (Instagram, TikTok and YouTube), according to Zhu and Chen's proposal (2015).

The high number of followers, engagement rate, virality, and efficiency of her social media activity indicate that she has created a successful personal brand and has become an influencer on various social networks. However, the impact of her posts is not uniform across all the networks she uses. As mentioned, TikTok and Facebook stand out. This may be due to the type of content she produces, mainly artistic makeup videos.

Surveys conducted on a sample of 2,559 followers of the protagonist of this study have allowed us to learn about their preferences regarding the posts that Marcela makes or could make. It should be noted that they like her way of creating content and artistic makeup; they also value her personality positively. This coincides with the strategy she has designed herself, confirming the consolidation of her personal brand as a content creator. However, respondents show little interest in the brands she promotes. This does not mean that they do not see them, as that is impossible; in fact, brands do perceive advantages in collaborating with this artist, mainly due to her large number of followers and high engagement rate on virtually all the social networks on which she posts.

On the other hand, there is no doubt that Marcela's posts are highly appreciated for their quality, with the design and innovation of her make-up and the quality of her videos and audio standing out. This demonstrates the professionalism of our influencer, where the care and attention she puts into each post is evident. In other words, she has managed to differentiate herself by creating innovative and unique content (Setiawan et al., 2021).

It is also noteworthy that respondents like all the videos she publishes, both for their length (short and long) and their content (Disney princesses, cartoon villains, old cartoons, famous singers, famous actors, and trending films). This is another sign that the content she creates is to her fans' liking, meaning she is achieving the desired positioning. Furthermore, the results are fully consistent with the mission and values she has defined for herself.

According to respondents, she is very creative, passionate about what she does, loves what she does, is empathetic and humble. These results confirm that Marcela's followers appreciate two elements of Amabile's competency-based creativity model: her skills relevant to her field and processes relevant to creativity (Amabile, 1983).

Finally, in terms of the profile of her fans, the majority are women between the ages of 18 and 64, which shows that her posts are intergenerational and timeless in nature, possibly one of the keys to her success.

In addition, the sample is mainly composed of Latin American citizens, who are her target audience.

Based on the above, we can conclude that the case of Marcela Peraz, a social media content creator, is a success story that has also allowed her to apply the skills acquired in her university studies to her professional career as an entrepreneur and influencer in the context in which she works. Without a doubt, the Marcela Peraz personal brand is a success story on social media through creativity.

7. Acknowledgements

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