

Certified Growth Talent™ Launches to Redefine Influencer Marketing with ROI-Driven Certification, by Clarabella Burns

SAN DIEGO, CA, UNITED STATES, September 2, 2025 /EINPresswire.com/ -- [Certified Growth Talent™](#) (CGT), the first industry certification program focused on measurable return on investment (ROI) in influencer marketing, proudly announces its official launch. Founded by Clarabella Burns, the visionary CEO and Founder of [Living Motions Management LLC](#), CGT aims to transform the digital landscape by prioritizing performance and strategic impact over mere popularity and vanity metrics.

Despite the explosion of influencer-marketing platforms promising predictive analytics, the simple truth remains: no tool can guarantee whether an influencer will actually convert. Follower numbers and engagement rates, while flashy, are often “vanity metrics”—many followers may be bots or inactive accounts. Certified Growth Talent™ challenges this reliance on superficial metrics by providing a performance-first standard that proves ROI. Built on the frameworks pioneered by Clarabella Burns, the certification validates that creators and agencies have the systems and strategies in place to drive measurable business results, not just surface-level engagement.

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Influence isn't about follower counts; it's about conversions. Certified Growth Talent™ proves credibility that converts for creators, agencies and brands — not clout”

Clarabella Burns, Founder



Clarabella Burns

Much like the organic label on food, Certified Growth Talent™ serves as a trusted seal of quality in a saturated industry. When consumers see the organic stamp, they know the product meets a clear standard. Certified Growth Talent™ functions in the same way for brands, agencies,

and influencers—providing clarity, credibility, and consistency in an industry that often feels like throwing spaghetti at the wall. While not a talent agency, the certification acts as a universally recognized stamp of approval that helps weed out the noise, setting a new benchmark for influencer marketing.



Certified Growth Talent

In a landscape flooded with inflated metrics and outdated partnerships, Certified Growth Talent™ exists to shift the industry toward results-driven creator marketing. Its vision equips creators, agencies, and brands with a common language of value—strategic content, measurable engagement, and long-term ROI. This certification isn't about clout; it's about credibility that converts.

How Certified Growth Talent™ Works

For Brands: CGT is a shortcut to ROI-driven creators who deliver, not just post. The badge signifies pre-vetted talent using proven content systems, certification based on strategy rather than status, and performance accountability. In short, brands can stop spending on vanity metrics and start partnering with creators backed by structure and built for ROI.

For Influencers: Whether you have 1,000 followers or 10 million, the certification proves you can convert. It signals that your engagement is earned—not inflated—and that your followers trust you and take action. Influencers can earn certification through two paths: (1) the Growth Client Track, working directly with Living Motions Management, which manages engagement strategy, content structure, and growth; or (2) the Monthly Certification Track, where creators pay \$100/month to be reviewed against benchmarks and maintain their badge. Every certified creator is reviewed monthly to ensure continued performance.

For Agencies: CGT gives agencies a performance-backed edge. It proves their creators aren't just polished; they're profitable. Agencies can strengthen brand pitches with credibility that converts, co-brand their rosters with a recognized seal, and align with performance-first standards.

Proven Results

Certified Growth Talent™ has already demonstrated significant impact. On average, certified influencers see a 42% lift in engagement and brands rebook certified talent 78% of the time. This robust framework ensures that strategy, authenticity, and results are at the center of every digital success story.

About Certified Growth Talent™

Certified Growth Talent™ is the first ROI-Driven Influencer Certification™
thecertifiedgrowthtalent.com, setting a new industry standard that proves creators know how to engage, convert, and perform. Built for agencies and brands that demand results, not just reach, CGT champions strategic content, measurable engagement, and long-term ROI to redefine what it means to be an influencer.

About Clarabella Burns and Living Motions Management LLC

Clarabella Burns is the Founder and CEO of Living Motions Management LLC, a disruptive consultancy specializing in influencer growth, digital marketing strategy, and social-media innovation. Trusted by global brands and top creators, LMM is known for driving measurable ROI and redefining sustainable social-media growth. Her proprietary frameworks consistently deliver exceptional results, embodying her mission to bring transparency, performance, and longevity into influencer marketing.

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