

OVERVIEW

Highly motivated MBA with ample professional experience leading teams and implementing traditional / digital marketing communications strategies, promotional branding activities, as well as PR campaigns in the U.S. and international markets.

Analyzed market trends, consumer dynamics, and developed innovative strategies oriented to position products and services in different markets. Strong knowledge of digital and social media strategies, as well as integrated marketing communication initiatives on traditional and on-line as primary vehicles for new product launches, demand generation, and brand positioning.

SPECIALTIES

- Brand Management and Marketing Campaigns Strategy.
- Digital Communications and Social Media Strategy. Extensive knowledge of Marketing tools (HubSpot, Marketo, Pardot).
- SEO and paid media PPC campaigns that increase traffic, gain organic first page ranking, and increase conversions/revenue.
- Understanding of market needs and trends to design strategic plans and tactics.
- Strategic planning, analytic and product marketing management roles.
- Budget tracking, campaign reporting and analysis. Extensive use of Google Analytics to execute data-driven strategies.

PROFESSIONAL EXPERIENCE**Independent Strategic Marketing Consultant 2019 – Present.**

- Analysis of client general marketing needs, customer value propositions, and branding issues.
- Increased traffic by 30% by executing SEO content strategy on client's websites.
- Executed social media calendar and campaigns to increase brand awareness across platforms. - Facebook likes increased 20%
- Reported on data analysis around web traffic, conversions, revenue, and other key metrics.

Product Marketing Manager**TRIVANTIS** Deerfield Beach, FL 2017 – 2018.

- Drove market positioning and messaging to differentiate company's products in the market and engage C-level decision-makers in multiple verticals.
- Designed and implemented actionable marketing campaigns and content to increase demand for core products.
- Developed and executed Go-to-Market strategies that generated leads for Trivantis' VR training solution (*CenarioVR™*).
- Planned and executed digital campaigns to promote new products and updates using Marketing automation tools.
- Conducted market research to keep abreast of industry trends and competitor's positioning to define product value proposition.
- Managed social media, blog, and newsletters' editorial calendars, as well as content generation for social media campaigns.

Independent strategic marketing consultant 2015 – 2017.**Marketing & Digital Communications Manager - Americas****CISCO** Fort Lauderdale, FL 2014 – 2015.

- Planned, conceptualized, and delivered effective digital marketing communications across the Americas (US/Canada/LatAm).
- Execution of email campaigns to grow awareness and demand of Cisco Services portfolio for customers and partners.
- Built a streamlined marketing communications framework, leveraging social technology to enable interaction with sales field, partners, and customers; averaging message open rates of 60%+ from sales field, 30%+ from partners in Latin America.
- Managed the production and translation of collateral materials, newsletters, emails, web, and social media content.
- Definition and management of message consumption metrics and ROI analysis.

Client Project Manager (Marketing Capabilities)**BRAND LEARNING** New York, NY 2012 – 2014.

- Led marketing capability projects (Health Care, CPG, IT, Energy clients) while supporting client programs' financials.
- Developed traditional Marketing content and storytelling for new Customer Value Proposition models.

- Co-designed workshop content, and compelling case studies for the definition of Marketing Essentials Programs (IMC Communications Strategies, Product Positioning, Brand Health evaluation) for CPG clients (Colgate).
- Developed case studies to support the client's Customer division to improve their strategic planning process.
- Collected and analyzed information to produce marketing recommendations used to improve customer experience.
- Conducted research interfacing with client stakeholders to develop tailored business proposals.

Product Marketing Sr. Specialist, Americas Division

CANON USA New York, NY 2009 – 2011.

- Designed and implemented Traditional Marketing strategies with Canon's affiliates, distributors, and partners.
- Conducted competitive analysis to define specific product mix strategies and provide guidance to the Sales Division
- Crafted brand messaging strategy and communicated product differentiation to multiple customer segments.
- Developed, through extensive market research, a new product differentiation that increased sales by 20%.
- Liaised with product management to define the communicational strategy prior to new apps rollouts.
- Managed new product launches, POP production, and branding activities in key markets.
- Led channel relationships and conducted training workshops for sales force teams in Latin American markets.

Marketing Data Operations Coordinator

SAP New York, NY 2006 – 2007.

- Provided senior management with strategic planning recommendations on marketing campaigns, achieving a 5% market share growth for Andean region.
- Liaised with Latin American clients and structured profile information for external markets segmentation projects.
- Analyzed SE/ME/LE-oriented campaign results to add value and identify best business opportunities.
- Defined target groups for marketing and sales campaigns in Latin American markets that increased client portfolio by 12%.
- Worked closely with product managers to creatively improve communication of value to the customers.
- Implemented new CRM standards and procedures that led to the reduction of five time-consuming data mining processes.

EDUCATION

- **MBA, Marketing Management.** Lubin School of Business, Pace University. New York, NY.
- **BA, Media Communications; major in *Marketing*.** Universidad Católica Andrés Bello. Caracas.

ADDITIONAL INFORMATION

- Languages: English, Spanish, and (basic conversational) Portuguese.
- Pace University Marketing, Entrepreneurship associations, Soccer. Member of NSHMBA.
- Junior Achievement Organization instructor – Elementary schools.