

# DIANA OCHOA

## DATA - DRIVEN GROWTH MARKETING LEADER

### CAREER SUMMARY

#### Senior Marketing Executive

- Influential and data-driven growth marketer with 20 years of experience leading branding, advertising, and marketing campaigns across the telecommunications, media, and retail sectors
- Bilingual in Spanish and English, multicultural marketer with expertise in diverse market groups.
- Marketing strategist that leverages both traditional and digital media, storytelling, partnerships, data, and insights to reach consumers across media platforms.
- Collaborative team leader with the ability to build strong relationships across divisions and drive meticulous execution of large-scale, full-cycle marketing initiatives.
- Provide supervision, development, and mentorship to ensure team success.

### PROFESSIONAL EXPERIENCE

01/2023 – 12/2023 | Comcast, Sunrise, FL

#### Marketing Strategy & Operations Manager

Developed the strategy and execution of integrated marketing campaigns, exceeding revenue & subscriber goals with a \$4M budget. Optimized vendor performance (telemarketing, agencies). Spearheaded debulk program (a strategy to retain customers in HOAs transitioning away from bulk contracts) initiatives (direct mail, email, SMS, events), and equipped field sales teams for success. Ensured brand consistency across all touchpoints and used data analytics to drive campaign performance. Mentored and expanded the marketing team.

#### Results:

- Targeted seasonal campaigns (snowbirds) through digital and direct marketing channels, minimizing customer churn and achieving a 9% YoY subscriber increase.
- Successfully revamped the debulk marketing program, leveraged video and internet service to retain a significant portion of the subscriber base, reached a 33% video penetration and 72% internet penetration during this potential churn window.

08/2015 – 02/2022 | Astound NY, Long Island City, NY

#### Marketing Strategy Manager

Led the turnaround of an underperforming eCommerce channel, spearheading a data-driven growth strategy and execution that included propensity modeling and omnichannel marketing (email, social, search, programmatic, direct mail, out-of-home). Built the Hispanic strategy from the ground up, with competitor analysis, a unique value proposition, and culturally relevant creative and messaging (data append). Developed cost-effective offers considering our margins, and trained sales teams to effectively communicate the value. Fostered a high-performing team by mentoring 3 professionals, managing external agencies, and used data analytics to optimize campaigns.

#### Results:

- Boosted online visibility & traffic by 181%, generating 3,998+ sales through digital optimization.
- Launched Hispanic marketing strategy, driving 94% sales growth & 54% YoY subscriber increase.
- Refined offerings & messaging, achieving 26% call volume & 315% telesales conversion rate increase.

02/2014 – 08/2015 | Univision Communications Inc., New York, NY

#### Sr. Manager – Digital Marketing, Audience Engagement

Spearheaded a multi-channel lifecycle communication program (SMS & email) for the Univision Visa Prepaid Card, including an abandonment cart strategy. Led the go-to-market strategy and execution for the Univision Deportes Fantasy app. In addition, Developed an editorial content-

- 631.312.4860
- Dochoa27@hotmail.com
- linkedin.com/in/dianaochoa1/
- Plantation, FL

### EDUCATION

#### Certificate

Digital Marketing

Miami Dade College, 2018

#### Certificate

Entrepreneurial Program

Hofstra University, 2015

#### Bachelor of Arts

Business Administration

University of Guayaquil

Guayaquil, Ecuador, 2003

### KEY SKILLS

- Brand Strategy
- Digital Marketing
- Content Marketing Strategy
- Media Buying & Planning
- Social Media Marketing
- B2B and B2C Marketing
- Budget Management
- Competitive Analysis
- Bilingual (Spanish/English)
- Team Leadership
- Agency Management

### SOFTWARE APPLICATIONS

- MS Office
- Google Analytics
- HubSpot
- Basecamp
- Mailchimp
- Canva
- Salesforce
- Google Analytics

### LANGUAGES

Spanish and English

based email marketing strategy for Univision's TV Network, demonstrating my versatility and ability to adapt to different business segments.

#### **Univision TV Network: Content-Based Newsletter Results:**

- Entertainment Programming | 128% lift in opens & 51% in click-to-open rate.
- Sports Programming/Content | 66% lift in opens & 45% in click-to-open rate.
- Monthly Horoscope | 51% lift in opens & 16% in click-to-open rate.
- Exclusive Offers | 107% lift in opens & 149% in click-to-open rate.

06/2013 – 02/2014 | NBCUniversal, Inc., Englewood Cliff, NJ

#### **Manager – MVPD Marketing Strategy**

Secured content distribution contract renewals by leveraging audience insights and crafting impactful presentations. Collaborated with research to gather audience stats and viewership data, driving successful negotiations with TV distributors.

Fostered strong relationships with internal (sales teams) and external stakeholders (marketing departments), ensuring seamless alignment of marketing efforts across channels. This included managing internal/external creative and media agencies while overseeing an \$8.2 million annual budget.

#### **Results:**

- Successfully led a \$5MM+ multiyear deal with a satellite distributor.
- Recognized with GEM Award for leadership and strategic performance in multi-million-dollar distribution contract negotiation.

07/2008 – 06/2013 | Cablevision Systems Corporation, Bethpage, NY

#### **Senior Multicultural Marketing Manager**

Spearheaded data-driven marketing campaigns to acquire new customer segments, including Hispanic, African American, and other multicultural audiences. Built rigorous A/B testing plan to constantly identify the next "champion" creative, maximizing results through storytelling. Evaluated margin, revenue-generating units (RGUs), and sales forecasts to formulate targeted sales programs, partnerships, and promotions. Identified high-opportunity segments led to strategic customer acquisition approaches, including identifying high-performing profiles and developing targeted offer models.

#### **Results:**

- Secured external funding for marketing activities through strategic partnerships.
- Developed high-performing marketing creatives through A/B testing and storytelling.
- Achieved a 204% lift in response rate and a 125% increase in sales yield through a win-back direct mail strategy.
- Managed a \$4M annual budget effectively encompassing forecasting, planning, and monthly reconciliation.
- Designed a sales incentive program, negotiated 70% of the cost through partnerships, and reached 9% of ambitious company goals.
- Identified and secured a new advertising agency to better represent Cablevision's diverse customer base.

01/2004 – 08/2007 | Vitamin World, Holbrook, NY

#### **Multicultural Retail Marketing Project Coordinator**

Developed marketing strategies for 450 stores, crafting targeted email and direct mail campaigns to drive customer acquisition and retention. Managed and optimized the loyalty program to cultivate long-term customer relationships. Oversaw the in-house design agency, guaranteeing brand-aligned product packaging and marketing materials.

#### **Results:**

- Led the grand openings of 30+ stores and new product launches across diverse categories.
- Managed the in-culture and bilingual transformation of stores serving Hispanic and Asian communities, fostering deeper engagement and sales growth.

## **AWARDS**

High Performing Leadership for Turning Around eCommerce Sales Channel.  
RCN Telecom, 2017

GEM Award for Leadership & Negotiation  
NBCUniversal, 2013

## **LEADERSHIP**

**Head of Marketing**, HLX+ (Hispanic, Latino, Latinx, Plus), 11/2022 – 11/2023

**Podcast Presenter**, Unidos ERG, Voices of Success, 2023

## **SPEAKING ENGAGEMENT**

Miami Dade College, Miami, FL  
Speaker to 50+ students on Personal Branding Strategies.

Boca Innovation Center, Boca Raton, FL  
Contributed marketing insights to a panel discussion attended by 110+ Latino entrepreneurs.

Florida International University, Miami, FL  
Moderated a panel discussion on personal branding for an audience of 200+ Human Resources professionals.

## **PUBLICATIONS**

**Contributor Author** – Finding My Unique Value Proposition, Hispanic Star Rising Vol II, 2021