

Alberto M. Merino

<https://www.linkedin.com/in/alberto-merino-de-souza/>

330 84th Street Apart 1

Miami Beach, FL. 33141

(786) 343-6442 / albemer@yahoo.com

PROFILE

A dynamic and innovative marketing executive with over 20 years of experience in branding, marketing, and business development. Proven track record in identifying lucrative market opportunities, increasing market share and driving revenue growth strategies. Recognized for developing award-winning marketing strategies, leading successful product launches and digital transformations. Published author and international speaker with a deep understanding of the U.S. and Latin American markets.

CORE COMPETENCIES

- Strategic Marketing Planning
- Brand Development & Management
- Market Opportunity Analysis
- Revenue Growth Strategies
- Product launches

PROFESSIONAL EXPERIENCE

Chief Marketing Officer & Marketing Consultant

Differex Value, Miami Beach (Sept 2000 – Present)

- Orchestrated comprehensive marketing initiatives that enhanced brand visibility and profitability for a diverse clientele within the U.S. market, leading to sustained revenue growth and market share expansion.
- Led the creation and development of the Blakard e-commerce platform, successfully establishing partnerships with over 300 U.S. retailers to serve the Mexican market and forming strategic alliances with financial institutions to facilitate cross-border transactions.
- Conceptualized and executed market entry and growth strategies for key financial products, including:
 - **Banpro Mastercard (US - Nicaragua):** Achieved a 35% increase in conversion rates and a 20% revenue uplift through targeted digital campaigns and data-driven marketing strategies.
 - **Union Progreso Mastercard (US - Mexico):** Spearheaded a market launch that resulted in a 25% increase in customer acquisition within the first quarter.
 - **Banco de Pichincha Mastercard (US - Ecuador):** Successfully launched a prepaid card, driving 10% customer registration within the initial phase.

- **GP Logistics (Miadir e-commerce platform):** Launched a new business unit that increased company revenue by 22% through an innovative package delivery service from Miami to Venezuela.
- **Nutrition Formulators (US Market):** Launched a new brand for a private label supplement producer, driving a 15% increase in company revenue through the introduction of an innovative product with a proprietary formula.
- **Ingenicard Prepaid Card (US Hispanic Market):** Successfully launched a private label prepaid card tailored for the Hispanic market, implementing a closed-loop system to enhance customer engagement and retention.
- **Hispanic Group (Advertising Agency):** Managed key accounts, including Western Union, Dish Network, Xoom, and Latam, focusing on the US Hispanic market to drive brand growth and increased market penetration.
- **Latin American Ethnic TV (US Hispanic Market):** Marketing consultant for a firm representing 19 Latin American channels, enhancing channel visibility and expanding reach within the US Hispanic market.
- Delivered advanced marketing and branding training programs for global corporations, significantly enhancing team competencies at leading firms such as Coca-Cola, Kraft, and Colgate-Palmolive.
- Consistently recognized for achieving significant milestones in revenue growth, operational efficiency, and brand recognition through strategic and innovative marketing approaches.

Publisher & Editor

Marketing Estrategico Magazine, Lima, Peru. (January 1990 – December 1999)

- Established and led a premier marketing publication that provided cutting-edge insights and strategies for marketing professionals in Latin America, doubling revenue, subscriptions and advertising, each 5 years.
- Curated high-quality content and fostered relationships with industry leaders to deliver valuable knowledge and best practices.
- Expanded the magazine's reach and influence, making it a respected resource in the Latin America marketing community.

EDUCATION

- MBA, Pacifico Business School, Lima Peru. As soon as I finished my MBA the School hired me as marketing professor,
- Bachelor's in economics, Lima, Peru. While I studied economics I used to work for banks, among them Bank of London, BBVA, Banco de la Nación and BCR del Peru.

PUBLICATIONS & SPEAKING ENGAGEMENTS

- Author of several acclaimed books on marketing and branding.
- Keynote speaker at numerous international marketing conferences.

LANGUAGES: Fluent in English and Spanish