

DIRECTOR-LEVEL MARKETING PROFESSIONAL

An accomplished, transformational, and results-focused steward with over 20 years of leadership and management experience in Marketing, Branding, Advertising, and Operations. Specializing in the areas of Strategy, Communications, and Execution. Demonstrating leadership in the management of talent and cultural integration for partnering with cross-functional teams. A strong people leader who is backed with emotional intelligence, authenticity, and an acute sensibility to diverse communities.

CAREER SUCCESS

Invest Puerto Rico, San Juan, PR
Marketing Manager

NOV 2019 – PRESENT

Amplifying brand, advertising, and marketing efforts to raise awareness of Puerto Rico as an ideal destination for mainland U.S. businesses and foreign direct investment. Connecting businesses, Digital Nomads, and stakeholder institutions with on-island networks & resources to facilitate establishing a business in Puerto Rico. Developing business sector-specific customer journeys for better UX experiences; that generate a significant increase in web-to-lead form fills. Conducting media planning and buying against department's budget to drive awareness of economic development organization and leads for business development pipeline. Managing Salesforce CRM integration with website and Marketing Cloud implementation. Direct report to Chief Marketing Officer.

- De facto CMO November 2020-March 2021; managing sponsorship negotiations, media planning & buying, events & activations, email campaign execution, creative development, and handling oversight of marketing execution for U.S. federal government awarded contract.
- Led successful redesign of the organization's brand (logo) and primary website.
- Implemented a successful pilot campaign ("Jot It Down") which included: segmentation, graphic design of print & display advertising assets, media planning and buying against targeted DMAs.
- Managed RFP process for Agency of Record and Web Development partners. Advanced company mission by overseeing general value proposition (GVP) refinement and standardizing "voice."
- Supporting brand activation at tradeshow and sponsored events with targeted media buys that have generated 600+ million Impressions and 1.3+ million (web) Pageviews over a 2.5-year period.
- Serving as copywriter and content marketer to effectively represent Puerto Rico's capabilities in advertising and brand activations. Refining graphic design of ads and other marketing collateral.
- Matrix management of two Marketing team staffers. Educating team members on direct, database, and integrated marketing principles. Managing budgets, vendor relationships, and contracts.

MultiSystems, San Juan, PR
Marketing Manager

JUN 2019 – OCT 2019

Responsible for the development, implementation, and amplification of marketing communications initiatives, including brand management. Produced new business development messaging, SEO strategies, and product marketing recommendations for SaaS & hardware products. Ran brand activation at tradeshow to support Business Development team's acquisition strategies. Synthesized x-channel data for strategy refinement and marketing plan optimization. Oversaw Marketing budget.

- Coached a staff of two in Marketing principles. Managed event, brand, and contractor relationships.
- Collaborated with leadership to drive process improvements. Instituted best practices for Google Ads accounts. Oversaw maintenance of and improvements to three websites.
- Developed, coordinated, and supervised corporate communications and culture-building efforts. Instituted "Marketing Mondays" email campaign to promote company wins and staff achievements.
- Spearheaded all copywriting for the company's websites, social media activity, blog, media alerts, and internal communications.
- Accountable for company's creative endeavors and held oversight of brand identity guidelines, collateral standardization, advertising (i.e., display, social, print), and video development.

New Venture, New York, NY
 Chief Marketing Officer/Principal

JUL 2000 – PRESENT

Providing marketing, communications, graphic design, social media, and web design consulting services. Partial client list: Amistad Research Center, Families First COACHES program, Karna (Celerian Group subsidiary), Lullaby Guild (LA), Northeast Brooklyn Housing Development Corp, PayPrep, Porter Tellus.

- Developed strategies and executed tactics for awareness campaigns, including promo plans and tune-in advisories.
- Drafted content for websites, email campaigns, social media marketing, and advertising efforts.
- Produced tools and designed collateral for niche targets that conformed to client identity and branding guidelines.

Agency.com (subsidiary: iTraffic), New York, NY
 Director, eCRM

NOV 2000 – NOV 2001

Responsible for designing and successfully pitching the agency’s interactive 4-stage eCRM practice. Lead participant in executing clients’ online acquisition and retention programs.

- Built agency’s eCRM practice. Defined best practices for executing innovative retention initiatives for use in email marketing campaigns to drive website and web page traffic.
- Directed and coached a staff of four. Developed strategic tactical plans that met assigned KPIs, ROI targets, and clients’ acquisition objectives; that facilitated customer retention.
- Worked with, led, and managed large complex projects to ensure clients were effectively represented in targeted markets. Consulted credit card, technology, publishing, packaged goods, and retail clients.
- Partial client list: American Express, Sun Microsystems and M&M Mars.

Digital Impact (acquired by Acxiom), New York, NY
 Account Manager

OCT 1999 – OCT 2000

Responsible for devising and overseeing the implementation of clients’ digital marketing plans, which included customer segmentation priorities. Amplified brand awareness via retention- and acquisition-focused email marketing campaigns. Ran analyses of campaign data for building customer profiles.

- Led, coached, and mentored a staff of three direct marketing professionals. Active participant in team member recruitment for company’s Account Management Division.
- Advised clients to implement deep-dive analyses for plan optimization to meet revenue targets.
- Oversaw campaign execution, budget, KPI development, and reporting for clients spanning multiple sectors. Results: greater campaign efficiencies, optimized budget spend, and refined messaging.
- Synthesized campaign results then applied testing strategies (e.g., A/B, offer, creative, copy) for growing client bases, while retaining existing customers.
- Partial client list: *InStyle* & *Sports Illustrated* (Time Inc.), Saks Fifth Avenue, Avon, and Coach.

INTERPERSONAL SKILLS

Executive Leadership Advisement • Transformational Strategies Development • Cross-Functional Team Leadership • Cross-Team Training of Marketing Disciplines (“Lunch ‘n Learn”)

National Alumnae Association of Spelman College-Los Angeles (NAASC-LA) Chapter President (2006-2008) • Member, NAASC-New York (1994-2004) • Mentor, Women Who Create • Member, Delta Sigma Theta Sorority, Incorporated • Board Director, Oko Urban Farms, Inc. • Chapter Lead, SoGal San Juan

TECHNICAL SKILLS

Adobe Illustrator/InDesign/Photoshop • Web Design • Social Media Marketing • Microsoft 365 • Slack • Salesforce CRM, Marketing Cloud • Contract Management • Data Management • Analytics • Project Management • Problem Solving • Budgeting

EDUCATION

New York University; M.S., Integrated Marketing Communications; New York, NY
 Spelman College; B.A., English; Atlanta, GA