

TRISECT - Chicago

Associate Director Experience Planning - (Jan 15 - Present)

- Oversee Squad, the internal social content team. Responsible for directing strategy and content creation for Mike's Hard Lemonade, Northwestern Mutual, AAA Southern California, Chamberlain and Merisant brands.
- Directly contributed to winning new business accounts, including The Chicago Bears, online transaction company SurePayroll, and new beverage line, Palm Breeze.
- Lead a user acquisition program leveraging social listening and audience segmentation; results include increase in social presence, donations and lead generations for Feeding America and Northwestern Mutual.
- Oversee strategy and execution of agency's internal social programs: #Ttopics, a YouTube/Facebook thought leadership webseries (<https://goo.gl/rdn525>) and Trend Talks, as well as retained thought leadership seminars for clients. Increase agency presence in multiple social channels and overall visibility online.
- Contribute strategic leadership to Hispanic marketing efforts for ConAgra Foods, Kimberly-Clark, Mike's Hard Lemonade and Northwestern Mutual.

Senior Strategist - (Nov 13 - Jan 15)

- Played a strategic and creative role in Mike's Hard Lemonade's 2014 social program "Mike Hacks" one of the year's best integrated programs according to Forbes, and winner of Gold Reggie in the digital and mobile category.
- Developed mobile strategies that increase awareness of Wrigley and their QSR partnerships through social.
- Developed social strategy playbooks for Northwestern Mutual, Feeding America.
- Lead creative briefings and development process of social content programs for Potbelly Restaurants.
- Successfully developed the program to launch Potbelly Flats by integrating paid social and Pandora.
- Developed agency POV for Multicultural marketing; conducted Qualitative Research for Kimberly Clark with emphasis on U.S. Hispanic.

Y&R The Bravo Group - Chicago

Digital Strategist - (April 12 - Nov 13)

- Developed digital strategy and content execution of the Medalla Light U.S. launch. (Puerto Rican National Beer)
- Developed and defined digital strategy and media recommendations for St. Jude Hospital Thanksgiving campaign. Including search, email, social and mobile.
- Developed social/content strategy for Famous Footwear, Tampico, Pfizer, and Wrigley.

Nativo - Miami

Senior Creative Strategist - (June 08 - April 12)

- Developed digital B2B and B2C strategies for HBO, WB, A&E, Biography Channel, History Channel, Blackberry, University of Miami, Mercantil Commercebank, Ford, Royal Caribbean.
- Created and executed global strategy and development of mobile app for distributors and retail salesforce for UM (Chinese motorcycle brand)
- Lead digital client bootcamps to train and educate clients on the latest digital trends.

Costa IMC - Miami

Associate Manager - (Aug 07 - June 08)

- Executed digital and social programs for clients and new business.
- Analyzed qualitative consumer research, strategized on optimal positioning, product development and advertising, and presented recommendations to client.

Education

Art Institute of Fort Lauderdale B.S, Advertising, 04-08

Languages

English & Spanish - Native Proficiency

Speaking

Invited on Panel Discussions with Chicago Ad Federation Career Day, 2014 Keynote speaker for HispanicPro, 2012 Keynote speaker and Board Member AIGA Miami 2010-2011

Skills

Experience Planning, Mobile Strategy, Content Strategy, Paid Social, New Media, Social Storytelling, Content Ideation/Production, Multicultural Marketing

Proficiencies

Analytics Tools: Spredfast, Infegy, Google Analytics, Sprout Social, Radian6

Research Tools: Experian Simmons, Mintel, eMarketer, Comscore

Creative Tools: Adobe Photoshop, InDesign, Illustrator, Final Cut, Keynote master and Google Docs fanatic.

Productivity Tools: Slack, Basecamp, Microsoft Sharepoint

Additional Tools: Salesforce, Wordpress and Basic Programming (HTML CSS)