

18
YEARS
in Advertising
& Marketing

9
YEARS
Director-Level
Management

1
LIFETIME
of Creative Passion
& Motivation

CAREER SUMMARY

Creative marketing professional with over 14 years of experience and deep background knowledge in all aspects of design management and creative strategy to drive compelling and impactful advertising. I employ a range of diverse talents and design-thinking methodology to promote and enhance meaningful content across print, digital, and social campaigns for high-yielding results. A proponent for design leadership and creative innovation, I am a passionate and motivating team leader skilled in coordinating staff, clients, and vendors from the project planning phase to execution. Fluent in Spanish.

EDUCATION

Bachelor of Science
Pace University

Marketing & Advertising
Coursework

UX/UI Certification

SOFTWARE

InDesign
Photoshop
Adobe XD
Magento
Salesforce
Pardot
iContact
PowerPoint
Keynote
FileMaker
MS Office

SKILLS

Leadership & Management
Creative Vision & Strategy
Brand Positioning
Integrated Marketing
Content Development
& Strategy
Design & Production
Communications (Digital,
Print, Email, Social, Direct)
Project Management
& Planning
Managing Bilingual
Products & Programs

AWARDS

**Beacon Award from the
Association of Educational
Publishers, 2002, 2005, 2006,
2009, 2013**

Published Works: *You Say
Hola, I Say Hello, 2006; Rookie
Readers Geography: Puerto
Rico, 2007*

**Beacon Nomination from the
Association of Educational
Publishers, 2005**

**Exceptional Marketer Award,
Scholastic, 2003**

EXPERIENCE

**Director of
Marketing,
Creative Services**

Sept 2016–Present
ACHIEVE3000

- Originated and supervise a multidisciplinary and diverse creative team of designers, copywriters, web developers, project managers, and videographers. Proactively engage in team development and coaching, managing, and overseeing individual work plans, assigning work to compatible professional strengths.
- Monitor and scale team as required to develop and implement processes and workflows, adjusting team composition as required to meet project goals and metrics.
- Coordinate and collaborate with remote teams, ensuring continuity of brand and messaging, responsiveness to project needs, and timely delivery for a cohesive design implementation.
- Lead and facilitate creative think tanks to develop concept boards, ideations, and presentation pitches. Provide feedback to creative teams and direct prototype development of considered options for discussion and approval.
- Conducted company-wide branding audit and assessment, applying design methodology and research, to produce and redesign existing collateral and develop a unified branding experience for all products, services, and interdepartmental materials.
- Support the creative needs for 250+ sales and implementation representatives, and internal teams for campaigns and events.

**Director of
Marketing**

Mar 2015–Aug 2016
MASTERY EDUCATION

- Directed creative planning sessions, managed designers, and provided creative direction for corporate rebranding from Peoples Education to Mastery Education. Completed rebranding efforts of all corporate and marketing collateral, including conference graphics, brochures, order forms, research foundation papers, and associated logos.
- Coordinated planning and managed internal and external teams to develop Mastery Education's new e-commerce website, providing a more user-centered experience with clear design and navigation, improved product search and filtering, and a step-by-step purchasing process. Other improvements included GEO tracking, custom organization by state and consortium, and SEO and keyword integration.
- Managed and maintained all aspects of the Magento e-commerce site, including product sales and updates to offer e-commerce capability with instant ordering options through credit card or purchase orders, increasing traffic by 50% within the first six months.
- Designed and deployment of new email marketing for the company while executing and enforcing best practices to ensure that the company's sender reputation reached and maintained a healthy status for all email providers.
- Continuously researched best practices and trends in the education market—adjusting email marketing and social media strategies and schedules accordingly.
- Tracked all web results through Google Analytics for masteryeducation.com and iContact for email marketing.
- Collaborated closely with the sales team to discuss, develop, implement, and execute marketing strategies and product positioning for such markets as PARCC, SBAC, STAAR, and Next Generation Assessments consortiums
- Rebranded and managed social media channels, including Facebook, Slideshare, YouTube, and LinkedIn.



**Associate Director,
Channel Marketing**

Oct 2010–Mar 2015
SCHOLASTIC

- Led the creative development and production of high-profile marketing materials and advertising initiatives across digital, print, and social media for two divisions. Created media plans for each brand based on messaging, target audience, budget, conferences, offers, and new program launches. Supervised and collaborated with the marketing department on the design and creation of bilingual print and digital materials for top line brands of the Education Group.
- Coordinated with multiple departments to improve the purchasing process of online advertising by negotiating with vendors for volume pricing, reducing the cost per ad and saving over \$200,000 annually. Increased online advertising by 75% and strengthened online presence for over ten brands.
- Produced the fully bilingual *READ 180* family portal and oversaw the design and development of all print and digital collateral for *READ 180* Next Generation.
- Developed and managed project budgets, forecasted traffic volume, estimated marketing costs for new initiatives, and monitored performance of digital marketing campaigns.
- Negotiated with publishers and vendors to handle insertion placement, date availability, and cost negotiations.
- Led the design and production of *iread.com*, including video and photo shoot coordination, management of prelaunch OpEd series in relevant publications, creation of sales presentations, social media outreach, and development of accompanying promotional items.

**Senior Manager,
Catalogs & Promotions**

April 2005–Sept 2010
SCHOLASTIC

- Oversaw all facets of campaign management for the 700-page Scholastic Education catalog, Scholastic's highest-grossing line with over \$500,000 in annual sales.
- Managed a staff of designers, proofreaders, product, production and promotion managers, and secured approval from senior management for all assets, databases, and schedules.
- Developed and supervised creative and photographic art production for all catalog editions, including model scouting and management of photographers, stylists, wardrobe, and schedules.
- Contributed to the successful implementation of catalog program that led to the creation of four additional spinoff catalogs.