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Summary

BRAND MANAGEMENT | EXPERIENTIAL MARKETER | SALES & MARKETING MANAGEMENT | SPORTS SPONSORSHIP PARTNERSHIPS | TEAM /RELATIONSHIP BUILDING | STRATEGIC PLANNING |

Senior Marketing Executive with extensive experience leading dynamic marketing strategies for iconic world class brands. Proven expertise in all aspects of brand management and multicultural marketing. Successful track record reaching Latino, Millennial and General market consumers. Highly skilled team leader, creative strategist, and problem solver. Fluency in English and Spanish.

KEY COMPETENCIES:

Brand Management
Advertising & Promotion
Strategic Planning
P&L Management
Supplier & Client Management
Organization Leadership
Music/Sports Sponsorship
New Market Penetration
Leadership/Team Building
Multicultural Marketing
Product Innovation
Retail Channel Activation
Public Speaking

Experience



Director Marketing Strategy

CMN - Cardenas Marketing Network, Inc.

Sep 2014 - Present (6 years 3 months +)

General Manager/Marketing Strategy for HENRY a division of Cardenas Marketing Network

West Coast Office in Los Angeles

Cardenas Marketing Network

September 2014 - December 2016

Work with clients on identifying opportunities to support their efforts with Branding events in the market place. Execution of Sampling at Retail, Special Events, Concerts and Production.

-Work with CMN Directors on all projects to ensure they are meeting the needs of the AB client

-Participate in all Brand Pitch ideas to sell in new programming to the client

-Manage \$5.0 MM Montejo Sampling budget for the brand team; Included the following states:

California, Texas, Oregon, Washington, Colorado, Arizona, Nevada, Illinois, Florida

-Work with AB region offices on scheduling and recaps of activity in the marketplace

- Conducted 16,500 Sampling Events; 875,000 Consumer Engagements; 1.2 MM Premium items

- Manage \$1.3 MM Budweiser/Bud Light Chelada Sampling budget for the Brand Team; included California and Texas
- Work with procurement on identifying local vendors to support promotional needs for each market; Identify items that meet state legal requirements
- Work with AB region offices on scheduling and recaps of activity in the marketplace
- Conducted 2,900 Sampling Events; 175,000 Consumer Engagements; 250,000 Premium items
- Manage \$1.2 MM Montejo Mana Tour in the United States
- Fifteen City Tour in the United States; Total Attendance 175,000; Consumer Engagements 75,000; Premium Items 100,000
- Work with band's management on day to day activities with regards to contract with Montejo
- Managed \$2.3MM incremental sell-in to AB West Coast Region office to support local needs in the Market Place
- Montejo Dodgers Activation 39 Home Games
- Montejo Taco Truck Activation; Managed day to day schedule of truck at special events and wholesaler key retail events

ABInBev Director-Latino Marketing Bud Light

Anheuser-Busch InBev

Nov 2010 - Jan 2013 (2 years 3 months)

Direct A-B Latino Marketing initiatives for the West Coast region while managing, training and coordinating with Field sales department. Developed and execute annual Brand marketing plans on a regional level including purchase of strategic media, activation of sponsorships, execution of special events, development of channel specific retail sales programs, and expansion of digital presence within brand platforms.

- Worked closely with Vice-President of Bud Light and Senior Director to ensure overall brand strategies have been implemented to support the overall brand initiatives. Develop 1YR & 3YR plans for Latino market
- Created innovative marketing strategies, and provided leadership and direction to agency partners to bring brand direction to life by building brand image, increasing brand awareness, and delivering the most impactful promotional programs. Managed day to day scope of work for TV, Outdoor, Print, Radio and Digital Production (Mainline & Promotional)
- Manage day to day relationships with Busch Media Group to ensure National and Local buys are consistent with Brands overall strategy \$38+ Million dollar Media Budget (Latino)
- Created and developed 360 degree scope for brand marketing programs for Pitbull, Mexican National Team, Carne Asada Retail, Carne Experiential, NFL, and UFC
- Developed custom packaging, media plan, advertising, retail promotion toolkit, PR, national consumer flyaway sweeps, experiential activation, merchandising plan to support Pitbull U.S. Tour
- Developed advertising plan, media plan, retail promotion toolkit, PR, national experiential activation, merchandising plan to support the Carne Asada campaign. Includes Personal Service Agreement with Chef Aaron Sanchez of the Food Network
- Performed monthly analysis and reporting of Brand Performance Review, including sales impact, share impact, brand health, consumer impressions, public relations and viral impact, for Senior Management.



Director-Marketing Region 5

Anheuser-Busch

Nov 2007 - Oct 2010 (3 years)

Direct A-B marketing initiatives regionally while managing, training and coaching a department of eighteen local marketing and media professionals with \$65+ million budget that helped deliver \$1.5 billion in Revenue across ethnically diverse consumer base. Developed and execute annual Brand marketing plans on a regional level including purchase of strategic media, activation of sponsorships, execution of special events, development of channel specific retail sales programs, and expansion of digital presence within brand platforms.

- Managed the allocation and utilization of a \$65+ million marketing budget in alignment with company and regional targets within major MCA's (LA, San Diego, San Fran, Seattle, Portland, Phoenix, Vegas, Denver, Salt Lake City and Central Valley) and ethnically diverse cultures.
- Directed region Business Plan to ensure execution of key retail programming by AB Wholesaler system to achieve targets.
- Developed and managed execution of major event marketing programs with sponsorship partners that included Super Bowl for the NFL, All-Star game for MLB, NBA, and other entities like NHL, NASCAR, PGA, MLS and Sundance Film Festival.
- Performed monthly analysis and reporting of Brand Performance Review for Region 5 including sales impact, share impact, brand health, consumer impressions, public relations and viral impact, for Senior Management.



Director-Budweiser Select

Anheuser-Busch

Apr 2005 - Nov 2007 (2 years 8 months)

Work with Vice President of Brand Management to develop, execute and live brand strategy and positioning, develop global marketing platform, and brand extensions through acclaimed TV and print advertising, strategic media, Celebrity management consumer packaging, Channel specific retail programs. Co-developed annual Brand marketing plans for presentation to company Board of Directors and wholesaler system to ensure clear communication of Brand strategy.

- Managed a brand marketing budget of \$95 million; ensure brand sales margin contributions of \$100 million annually.
- Created innovative marketing strategies, and provided leadership and direction to agency partners to bring brand direction to life by building brand image, increasing brand awareness, and delivering the most impactful promotional programs. Managed day to day scope of work for TV, Outdoor, Print, Radio and Digital Production (Mainline & Promotional)
- Manage day to day relationships with Busch Media Group to ensure National and Local buys are consistent with Brands overall strategy \$50+ Million dollar Media Budget
- Managed brand marketing and advertising strategy including creative, retail, sponsorship, promotional, packaging, media mix, and entertainment marketing/product placement; executed the brands' strategic plan and sold-in programs to key retailers.
- Developed custom packaging, media plan, advertising, retail promotion toolkit, PR, national consumer flyaway sweeps, experiential activation, merchandising plan to support Crown initiative.

-Developed advertising plan, media plan, retail promotion toolkit, PR, national experiential activation, merchandising plan to support partnership with Jay Z as Co-Director of Marketing for Bud Select
-Performed monthly analysis and reporting of Brand Performance Review, including sales impact, share impact, brand health, consumer impressions, public relations and viral impact, for Senior Management.



Brand Manager-Bud Light

Anheuser-Busch

Apr 2001 - Apr 2005 (4 years 1 month)

Managed and directed all aspects of Brand marketing including national Advertising/Media, Brand creative/packaging, Sales Promotion, Branded Products, Consumer research, Packaging and Budget control for Bud Light General & Latino Market programs.

- Worked closely with Director of Bud Light to ensure overall brand strategies have been implemented to support the overall brand initiatives. Develop 1YR & 3YR plans for Latino market
- Created innovative marketing strategies, and provided leadership and direction to agency partners to bring brand direction to life by building brand image, increasing brand awareness, and delivering the most impactful promotional programs.
- Managed day to day scope of work for Latino TV, Outdoor, Print, Radio and Digital Production (Mainline & Promotional)
- Manage day to day relationships with Busch Media Group to ensure National and Local buys are consistent with Brands overall strategy \$25+ Million dollar Media Budget (Latino)
- Managed brand marketing and advertising strategy including creative, retail, sponsorship, promotional, packaging, media mix, and entertainment marketing/product placement; executed the brands' strategic plan and sold-in programs to key retailers.
- Created and developed 360 degree scope for brand marketing programs for Juanes, Maxim en Espanol, AVP, PBR and Pitbull, Mexican National Team.
- Developed media plan, advertising, retail promotion toolkit, PR, national consumer flyaway sweeps, experiential activation, merchandising plan to support Juanes U.S. Tour
- Developed a Border plan initiative to generate trial and purchase intent from Latino consumers through development of Bud Light programming that would be used on both the U.S. and Mexican border towns.
- Performed monthly analysis and reporting of Brand Performance Review, including sales impact, share impact, brand health, consumer impressions, public relations and viral impact, for Senior Management.

Education



St.Mary's University

Business, Accounting

1986 - 1990

Skills

IRI • Direct Store Delivery • Brand Development • FMCG • Marketing Research • Brand Architecture
• Brand Management • Sponsorship • Marketing • Marketing Strategy