

AN

ARIELA NERUBAY

CHIEF MARKETING OFFICER | MULTICULTURAL EXPERT



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ARIELANERUBAY

Award-winning, hands-on, strategic, digitally savvy and creative. Left-meets-right-brain CMO with seventeen years of senior leadership experience. Team player + builder, a leader who is both strategic and results driven focused on flawless execution. Marketing experience spans over multiple industries: Entertainment, Fintech, Retail, DTC & Wearables. Multicultural marketing thought leader, lecturer and public speaker.

P&L Management	Staff Development	Multicultural Marketing	Reputation Management
Corporate + Brand Strategy	Strategic Partnerships	Social Media/Mobile/Digital	Research & Insights
Board Results Reporting	Branding & Re-positioning	Ecommerce & Lead Generation	Live Events Promotion
Process Reengineering	Public Relations	Omnichannel Marketing	Community Outreach
Media Planning and Buying	Influencer Marketing	Advertising Creative & Production	Local Grassroots Activations

Curacao (Top 50 Retail Credit Company in the U.S with operations in CA, NV, AZ); Los Angeles, CA 2018-Present EVP I Chief Marketing Officer

- Member of the C-suite charged with establishing company annual goals and budgets. Company spokesperson.
- Transformed organization into a digital-first marketing organization including deployment of AI ESP platform
- Responsible for delivering top and bottom-line goals resulting in 10% YOY sales increase within first 12 months
- Spearheaded lead generation credit application efforts that scaled the business over delivering 3x across all KPIs
- Lead data driven marketing strategy across online and offline channels reducing marketing costs by 30%
- Designed and launched customer loyalty and referral programs reducing churn by 15% YoY
- Lead company new customer segment expansion resulting in 20% portfolio increase
- Designed brand strategy for upcoming launch of company's new personal loans division
- Built and oversee high performing in-house agency responsible for creative, production, digital & media execution
- Redesigned cross-functional marketing campaign process doubling productivity and achieving 90% on-time delivery
- Designed brand repositioning efforts to modernize, standardize and elevate brand and improve online reputation
- Lead ecommerce marketing efforts driving 120% YoY revenue and AOV increases through customer lifecycle management
- Crafted social media content strategy, brand personality and voice increasing 10x audience size and engagement
- Lead in-store experience re-design, launched innovation center, kids zone and digital POP strategy and deployment
- Re-launched company non-profit foundation incorporating cause related marketing to annual promotions calendar

University of Southern California; Los Angeles, CA 2017-Present Adjunct Professor at Annenberg School of Communications and Journalism & Marshall Business School MBA

- Year-round lecturer teaching Multicultural Marketing and Digital Marketing graduate courses

Entrepreneurial Ventures 2016-2018

- Consultant @Sony Pictures Television, Sony Pictures Releasing International, Aviron Pictures, Lionsgate
- Partner @BOBO Entertainment (Multicultural Talent Management Agency); Playa Vista, CA
- Investor & CMO @ANDA TECHNOLOGIES; (Wearables Tech Startup) Lima, Peru

THE WALT DISNEY STUDIOS; Burbank, CA 2015 - 2016 Vice President of Multicultural Initiatives

- Designed multicultural marketing strategy for Q4'15-Q1'16 theatrical releases including Star Wars: The Force Awakens, The Good Dinosaur, The Finest Hours, Zootopia & The Jungle Book.

UNIVISION COMMUNICATIONS; Los Angeles, CA**2011 - 2015****General Manager Galavision**

- Lead re-branding and re-positioning of Galavision network from a general entertainment to a new comedy channel
- Built best-in-class social media team increasing engagement 25x and followers 575% within 8 months – organically
- Designed digital marketing strategy over delivering 10x vs. goal and up to 68% engagement across platforms
- Lead cross functional teams on deployment of 360 creative marketing campaigns including on/off air, digital, social

General Manager Univision tlnovelas

Launched Univision's first branded cable network exceeding gross revenue goals by 64% within the first 10 months of operation. Outperformed financial measures including EBITDA, Ad Sales, Subscriber Fees and OPEX by:

- Establishing network's brand identity by producing 500+ assets including; website, social media pages, brand IDs, tune-in promos, short form vignettes, consumer marketing and promotional materials
- Driving incremental ad sales revenue by producing sponsorable brand integration opportunities
- Saving 35% on marketing expenses by collaborating/resource sharing across company divisions

TUTV (Televisa and Univision Joint Venture); Los Angeles CA**2003 – 2011****Senior Vice President Sales and Marketing (CMO)**

Recruited to build the sales and marketing division from the ground up. Member of the executive management team responsible for company's performance reporting to the board of directors. Contributed to growing the company from inception to buy-out valued at \$110 million. Reported to CEO

- Built the marketing department from the ground up by hiring staff and producing 450+ B2C and B2B branded assets
- Established brand identity and marketing strategy for a portfolio of five Spanish-language cable networks
- Doubled company revenues within 6 months of hire by securing network launches with top cable and satellite distributors
- Generated 30-60% subscriber increases for distributors in top U.S Hispanic markets through targeted marketing initiatives
- Created first industry's off-the-shelf co-op promotions program beating down cost per sub averages from \$34-\$250 to \$4
- Increased monthly direct and call center sales by 68% through customized sales incentive programs

Castells & Asociados Advertising Agency; Los Angeles, CA**2000 – 2003****Account Supervisor**

Accounts: AT&T Broadband, Comcast Cable, Time Warner Cable, Cox Communications, HBO, Charter Communications, LA Cable Co-op, Adelphia Communications, Artisan Entertainment, IFC Films. Reported to EVP Account Director.

Recruited to build agency's cable division. Doubled billings within 18 months by increasing client roster from 2-6 accounts

- Ran LA Cable Co-op (top 5 cable companies in LA market) and surpassed DR call volume goals 50% quarterly by closely monitoring call volume, making media and creative adjustments to ensure optimum results
- Achieved a 5-8% response rates on 90% of direct mail campaigns by implementing targeted strategies and learnings
- Launched Comcast's first Latino cable packages achieving a 20% penetration nationwide within 6 months by leading research, packaging, network selection and advertising campaign creative development

EDUCATION

California State University Long Beach – Masters in Business Administration

Harvard Business School, Executive Education – CTAM U. Fellowship Winner

UCLA Extension– Professional Designations in Business Management and Marketing

Universidad Iberoamericana, Mexico City – BA in Communications, Minor Marketing

AWARDS

2018 Nominated to Brand Marketer of the Year by Portada Magazine

2010 & 2008 "50 Most Influential Minorities in Cable" by CableFax Magazine

2008 "Successful Latinas in Business Award" by the National Latina Businesswoman Association

2008 "Luminary Award" by the National Association of Minorities in Cable (NAMIC)

2005-2010 a total of 15 Excellence in Multicultural Marketing Awards by NAMIC

2009 MARK Award and 2006 Palm Award by Cable and Telecommunications Association for Marketing (CTAM)