

JESSICA VARGAS

MARKETING PROFESSIONAL

BRAND MARKETING LEADER | PARTNERSHIPS & SPONSORSHIPS CREATIVE
STRATEGY | CONTENT DEVELOPMENT

PROFESSIONAL SUMMARY

Accomplished, passionate, bilingual professional with strategic marketing, planning, and content development expertise for Fortune 500 enterprises.

Proficient expert with a proven record of integrating products and brands into a cultural context using a culture-first and audience-first approach.

Skilled at developing go-to-market (GTM) strategies, creating award-winning, compelling creative content, and fostering sponsorships and partnerships with brands and content creators while leading cross-functional teams.

NOTABLE ACCOMPLISHMENTS AND RECOGNITION

- Named Top 10 Women in Events by Event Marketer in 2021
- Created first-ever Latino Comedy competition for up and coming comedians on HBO for four years
- Partnered with DE+I team to create a diverse incubator program, Pa'lante! Promise, to support Latino creatives
- Recipient of Imagen's 2022 Influential Latinos in Media

CONTACT INFO:

Email: jess4766@gmail.com
Phone: 347-322-8152
Website: www.vargasjessica.com
Location: New York, NY

EMPLOYMENT BACKGROUND

Brand + Consumer Marketing, Director

HBO/ Max | Warner Bros. Discovery | September 2015-September 2023

Led strategy on 62+ campaigns for the Latinx audience, overseeing end-to-end execution across events, partnerships & sponsorships, PR, content, social, and influencers. Received executive producer credits for 10+ productions.

- Spearheaded the launch of a groundbreaking social-first, audience initiative developing full strategy, frameworks, and editorial approaches, resulting in a 415% increase in organic engagement, 11.3% growth in U.S Market @palantehbomax followers, reaching over 2.3M people and generating 417M content view impressions.
- Maximized talent and filmmaker support to boost media relations | press pickup, social | digital buzz, and IRL reach. Garnered over 61.8M estimated views, 1.7M engagement and +1K pieces of coverage to potential audience of 10.8B.
- Established evergreen partnership and sponsorship opportunities across various verticals to expand reach among multicultural target audiences, benefiting from active conversations that fostered brand engagement.
- Drove paid media strategy to amplify reach, awareness, and engagement for culturally-relevant programming. Achieved +59% engagement and a 0.12% increase in click through rates for Pa'lante!, directing more users to our pages.
- Provided decisive leadership and strategic guidance, in collaboration with diverse design and production teams, to steer the development of creative initiatives spanning a wide range of mediums.
- Led executive decision-making processes as a key stakeholder, in the strategic acquisition of content for the network. Greenlit initiatives to enhance inclusivity and enrich the content portfolio.
- Produced 14 award-winning, high-impact marketing campaigns that brought to life the programming, elevated the brand, and expanded reach within the targeted communities.

Consumer Marketing, Marketing Manager

HBO | May 2013 - September 2015

Delivered large-scale, strategic, multicultural marketing campaigns from initial ideation, concepting, and positioning through the production and delivery of advertising and marketing. Defined and improved HBO Latino's social media strategy to adapt to ever-changing guidelines, technology, and creative executions.

- Optimized and cultivated trusted working relationship with Programming, PR, Legal, Research, Finance, Digital and Creative Services, in addition to outside vendors with expertise in multicultural targeted marketing.

Domestic Network Distribution, Assoc. Marketing Manager

HBO | February 2010- May 2013

Executed quarterly affiliate campaigns | promotions that met goals and strategies for the various providers. Contributed to planning meetings with affiliates to determine their print, media, digital, social media, and POS strategies for their segment market outreach.

- Optimized day-to-day budget management and key support functions including invoice processing, reconciliation, actualization, tracking, and budget planning to manage budget levels for various campaigns.

JESSICA VARGAS

MARKETING PROFESSIONAL

BRAND MARKETING LEADER | PARTNERSHIPS & SPONSORSHIPS CREATIVE
STRATEGY | CONTENT DEVELOPMENT

EDUCATION

State University of New York at New Paltz

Bachelor of Science in International Business, December 2002

Awards: Dean's List eight semesters; Educational Opportunity Program Academic Achievement Award; Hispanic Scholarship Award; EOP Study Abroad Scholarship recipient.

Study Abroad (January – June 2001):

Centre de Linguistique Appliquée de Besançon, France.

Work Study: Self-funded 80% of college tuition through loans, work, and scholarships. Worked 20 hours/week.

VOLUNTEER

- **Summer Design Institute:** Launch of Marketing intensive HS program in collaboration with Board of Education.
- **Co-Chair, Media & Technology Commission + Member Pathways Advisory Council:** Pathways to college + careers
- **Student Mentor,** Launched first student festival screening
- **Co-chair and Advisor + Mentoring:** HBO Employee Latino Resource Group: Alianza + creation of Speed Mentoring initiative

SKILLS

- Brand Strategy
- Audience Target Development
- Media Buying & Planning
- Team Management
- Creative Operations
- Experiential Marketing
- Multicultural Marketing
- Influencer Management
- Integrated Marketing
- Budget Development
- Research & Data Analysis

CONTACT INFO:

Email: jess4766@gmail.com

Phone: 347-322-8152

Website: www.vargasjessica.com

Location: New York, NY

EMPLOYMENT BACKGROUND

Marketing Manager

SYNAPSE GROUP, Inc. | April 2009- November 2009

- Developed, managed and executed key phone and retail marketing projects that enhanced marketing programs.

Senior Marketing Manager

READER'S DIGEST | December 2007- January 2009

- Managed day-to-day workflow, including RFP's, added value programs, presentations and other requests. Developed custom
- integrated marketing presentations and programs for Reader's Digest, ReadersDigest.com and Selecciones.

Associate Marketing Manager

THE PARENTING GROUP | December 2004- December 2007

- Partnered with sales reps to respond to RFPs, offering and executing merchandising, and troubleshooting any client problems.
- Presented proposals to selected clients such as Neutrogena, Kraft, Mott's, Pepperidge Farm and others.

AWARDS:

- **CLIO AWARDS:** Interactive AR Mural Experience, Warrior (2023)
- **SHORTY IMPACT AWARD:** Extended Reality, Event and Experiential, Warrior (2023)
- **THE TELLY AWARDS:** Social Video Promotion, Ian Lara: Romantic Comedy (2023)
- **EX-AWARDS:** Best Multicultural Event Campaign - Tokyo Vice (2023)
- **RAGAN PR DAILY AWARDS:** Influencer Event, Gordita Chronicles (2022)
- **IMAGEN FOUNDATION:** (Finalist) Best Social Awareness campaign, Are You Listening? (2022)
- **EX-AWARDS:** Best Entertainment Activation-HBO Latino Series, El Hipnotizador (2017)
- **MOSAIC IMAGE AWARDS:** Media Image Award-Advocacy, Habla y Vota (2017)
- **NY FESTIVALS AWARDS:** Documentary|Information Program Bronze Medal, Yandel Concert Special (2017); Documentary|Information Program Finalist, Habla y Vota (2017)
- **FIP AWARDS:** Best Promotional Marketing Idea-HBO Latino Series, El Hipnotizador (2016)
- **THE FAXIES:** Best PR & Marketing-HBO Latino Concert, Carlos Santana, Live it to Believe It (2015)
- **CLIO AWARDS:** Music Integrated Campaign Shortlist-Romeo Santos Second Screen Experience (2014)
- **NAMIC EMMA AWARDS:** Digital Campaign, Social Media, Documentary, and Philanthropic award for Carlos Santana, HBO Latino Concert (2014)