

JESSICA VARGAS

MARKETING PROFESSIONAL

ENTERTAINMENT MARKETER | CREATIVE STRATEGIST | BRANDED
CONTENT PRODUCER | BRAND PARTNERSHIPS LEADER

PROFESSIONAL SUMMARY

Experienced, passionate, bi-lingual marketing professional.

Accomplished expert with proven track record of placing programming and brands in a cultural context with a culture-first, audience-first approach.

Extensive background in developing strategic integrated marketing programs, compelling creative, partnerships influencers, events, and digital & experiential marketing.

Ability to meet marketing objectives through proactive collaboration and create innovative original content.

INITIATIVES

- **Latino Stand-Up Comedy Competition:** Created first-ever Latino Comedy competition for up & coming comedians to win show on HBO. 4 years+
- **Pa'lante! Promise:** Diverse incubator program to support Latino creatives through a partnership with WarnerMedia's OneFifty.
- **Latino Short-Film Competition:** Created pipeline for Latino filmmakers to compete for licensing deal + marketing support for project.
- **MC Marketing + Film HS Program:** Pilot program launch of Summer intensive HS program in collaboration with Board of Education.
- **Are You Listening?:** Launched content series inspired by the HBO award-winning series Habla.
- **Pa'lante! Pa'Mi:** Launched HBO Max Pa'lante!'s social-first, editorial content series.

CONTACT INFO:

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Location: New York, NY

EMPLOYMENT BACKGROUND

Multicultural Consumer Marketing, Director

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

- Launched + developed a social-first, brand audience initiative including developing full strategy, frameworks, editorial and approaches (including value propositions, messaging, naming, visual identity briefs)
- Lead @PalanteHBOMAX social channels, creating an editorial presence that speaks the same cultural language as our Latinx consumers.
- Drive paid media strategy amplifying reach, awareness, engagement, video view completions for our culturally-relevant programming across HBO Max.
- Maximized talent and filmmaker support to amplify media relations/press pickup, social/digital buzz, and IRL reach.
- Create evergreen partnership opportunities across a variety of verticals to deliver reach among multicultural target audiences and benefit from active conversations that create brand engagement and support the Our Stories to Tell initiative.
- Produced award-winning, high-impact marketing event activations that brought to life the programming, elevated the brand, and allowed for reach within the targeted communities.
- Awarded numerous recognitions for creation of culturally-relevant, documentary-style, promotional programming, that leveraged talent and location-shoots to deliver compelling, exclusive, and digestible content to drive audience engagement and elevate brand.
- Executive producer credits on over 10 productions.
- Garnered over 100 Billion impressions overall on 40+ campaigns in the last 12 years. Increased digital viewership by 11% in the last 5 years. Delivered audience penetration lift of 1-2% on average (varied by programming).

Multicultural Consumer Marketing, Marketing Manager

HBO | Multicultural Consumer Marketing, Marketing Manager

- 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 & Creative Services, in addition to outside vendors with expertise in multicultural targeted marketing.

Domestic Network Distribution, Assoc. Marketing Manager

HBO | February 2010- May 2013

- Delivered 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.

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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

- **LPZ Cinetech:** Engaging students through the moving image. Launched first student festival screening + mentorship program.
- **HBO Employee Resource Group:** Alianza: Co-chair & Advisor to Latino resource group tasked to bringing opportunities to employee. Launched successful Speed-Mentoring program.

SKILLS

- Audience Target Development
- Media Buying & Planning
- Team Management
- Promotions & Sweepstakes
- Event Marketing
- Experiential Marketing
- Multicultural Marketing
- Influencer Management
- Talent Management
- Budget Development
- Research & Data Analysis

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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, Peppercide Farm and others.

AWARDS:

- **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)