

# ARIELA NERUBAY, MBA

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Award-winning bilingual marketing executive with over fifteen years of senior management experience building and leading teams in the development of results-generating marketing strategies and initiatives to drive revenue. A well-rounded professional with advertising agency background and client-side know-how launching, branding and marketing TV subscription services, TV networks, movies and retail sales with focus on multicultural audiences.

Marketing Strategy	Branding & Positioning	Social Media/Mobile/Digital Marketing	Live Events Promotion
Media Planning and Buying	Strategic Partnerships	Advertising Creative & Production	Marketing Research
P&L Management	TV/Radio/Print Production	Programming & On-Air Promotions	Community Outreach
Talent Management	Start-up Marketing	Local Grassroots Activations	Guerrilla Marketing

## Curacao (Retail Company); Los Angeles, CA

2018-Present

### EVP | Chief Marketing Officer

- Lead and designed companywide repositioning strategy resulting in avg. sales increase of 5% monthly YoY
- Company spokesperson generating positive media coverage across local and national media outlets
- Data-driven leader, charged with designing effective marketing strategies to deliver high performing creative campaigns to achieve high-level impact of consumer acquisition, engagement & sales conversion throughout traditional media and digital ecosystems

## University of Southern California; Los Angeles, CA

2017-Present

### Adjunct Professor at Annenberg School of Communications and Journalism & Marshall Business School

Graduate level courses taught include:

- Digital Marketing, Fall 2018 (Marshall)
- Multicultural Marketing, Summer 2018 (Annenberg)
- Digital Entertainment Marketing, Spring 2018 (Annenberg)
- Multicultural Marketing, Summer 2017 (Annenberg)

## BOBO Entertainment; Playa Vista, CA

2017-2018

### Partner and General Manager

- Launched operations of Mexico's leading multicultural talent agency dedicated to match a roster of an award-winning artists, performers and social influencers with film studio projects, music live events and advertising endorsements

## Executive Consultant; Los Angeles, CA

2016-2018

- Consulted for a variety of major film studios including Lionsgate, Sony Pictures Releasing International and Aviron Pictures, leading their Spanish-language go-to-market strategy and execution targeting U.S. Hispanic moviegoers

## 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. Reported to President of Marketing

- Designed local strategy and deployment of the Studio's first bilingual activation for EL Capitan Theater over delivering ticket sales in selected zip codes by 300% (18% vs. 5% total sales)
- Produced in-language, in-culture digital content that generated 3x higher CTR and VR vs. domestic English version
- Worked cross functionally with digital, PR, promotions, media and creative to implement multicultural strategy

## UNIVISION COMMUNICATIONS; Los Angeles, CA

2011 - 2015

### GM 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

### **GM 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 200+ assets: website, social media pages, brand IDs, tune-in promos, short form vignettes, consumer marketing and promotional materials
- Securing highest level of cross-platform integration by engaging all company divisions in support of launch
- Generating sales inquiries to distributors at no cost by tapping into internal TV/radio promo inventory
- 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 ; Los Angeles, CA**

**2000 – 2003**

*Leading full service Hispanic advertising agency ranked in the top 10 Hispanic Advertising agencies in the U.S. by AHAA*

#### **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 Nomination 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 Business Woman Association

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

2008 "Best Speaker Award" at the Multicultural Marketing Expo

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)