

# Jesus Moraga

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305 450 2676  
Miami, FL 33145

## STRATEGIC MARKETING AND BRANDING LEADER

Results-driven and innovative marketing leader with 20+ years of experience orchestrating marketing communications, digital transformation, and brand evolution initiatives across diverse industries. Proven expertise in building marketing departments from the ground up and scaling operations for both startups and Fortune 500 companies. Demonstrated success in driving double-digit growth through data-driven strategies and omnichannel campaign optimization by combining creative vision with analytical precision to deliver exceptional ROI, brand recognition, and sales growth.

## CORE COMPETENCIES

### Strategic Leadership

- Marketing Strategy Development & Execution
- Digital Transformation Leadership
- P&L Management & Budget Optimization
- Cross-functional Team Leadership
- Change Management & Organization Design
- Stakeholder Management & Communication

### Digital and Technical

- E-commerce Growth Strategy
- SEO/SEM Campaign Management
- Social Media Marketing
- Marketing Technology Stack
- Data Analytics & Visualization
- Performance Marketing

### Marketing Excellence

- Omnichannel Campaign Development
- Brand Strategy & Positioning
- Marketing Analytics & Attribution
- Customer Journey Optimization
- Marketing Automation & CRM
- Content Strategy & Development

### Revenue Generation

- Lead Generation & Nurturing
- Customer Acquisition Strategy
- Sales Enablement
- Market Penetration
- Revenue Growth Initiatives
- ROI Optimization

## EXPERIENCE

### Marketing Director      Atlantic Radio Communication Corp.      May 2023 – To Date

Led comprehensive marketing transformation and established new department from ground up. Developed brand guidelines and optimized e-commerce operations.

#### Key Achievements:

- Drove 148% monthly sales increase YoY through strategic marketing initiatives
- Achieved 35% email open rate and 4.8% CTR through targeted campaigns
- Successfully migrated and optimized Shopify 2.0 platform, increasing new visitors by 115% and returning customers by 160% YoY
- Implemented comprehensive SEO and digital advertising strategy

### Regional Marketing Manager      MarineMax      March 2022 – May 2023

Orchestrated regional marketing strategies and lead generation campaigns, focusing on customer journey optimization and SQL/MQL development.

#### Key Achievements:

- Increased social media engagement by 40% and follower growth by 30% YoY
- Led successful brand activations at Miami International Boat Show
- Optimized lead nurturing processes through targeted email and social campaigns

### Marketing Manager      Amatheon Animal Health      June 2021 – March 2022

Established new marketing department and B2B marketing infrastructure for animal health medicine and medical supplies.

#### Key Achievements:

- Increased email engagement by 50% YoY
- Successfully migrated from Bronto to HubSpot, enhancing marketing automation
- Developed comprehensive B2B marketing strategy and collaterals

## TECHNICAL PROFICIENCY

### Marketing Platforms:

HubSpot, Bronto, Mailchimp, Google Analytics GA4, Meta Business Suite, LinkedIn Campaign Manager

### Creative Suite:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Rush, Acrobat)

### AI Tools:

ChatGPT, Gemini, Leonardo, Adobe Firefly, Claude, Stable Diffusion

### E-Commerce:

Shopify, Wordpress, Wix, 3D Sellers, Ebay, Amazon Sellers

### Project Management & Productivity:

Microsoft 365 Suite (Word, Excel, PowerPoint, Outlook) G Suite (Gmail, Meet, Drive, Docs, Sheets) Asana, Basecamp, Airtable, Jostle, Qlik

## EDUCATION

### Bachelor of Arts in Graphic Design

Anahuac University (1992-1996)

### HubSpot Marketing Module Certification (2022)

### Creative Lateral Thinking

ITESM (2012)

### Management and Coaching Course

Iberoamericana University (2006)

### Italian Language Course

Universita Per Stranieri di Perugia (1999)

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## Marketing Manager

Qualgrow

April 2020 – June 2021

Led digital marketing and brand strategy initiatives, managing integrated marketing campaigns and influencer partnerships.

### Key Achievements:

- Generated 130% increase in organic reach and 70% growth in social media engagement
- Contributed to record-breaking quarter with 45% sales growth
- Developed innovative influencer selection and performance tracking methodologies

## Marketing Lead

AT&T

April 2015 – November 2019

Directed AT&T's market entry strategy into Mexico, managing marketing operations and \$10M annual budget.

### Key Achievements:

- Managed \$10M annual marketing budget
- Increased brand recognition from 16% to 48% and mindshare from 9% to 24%
- Orchestrated rebranding of 2,900+ locations within one month

## Brand & Advertising Manager

Nextel

February 2012 – April 2015

Developed and executed omnichannel marketing campaigns while optimizing vendor relationships and budgets.

### Key Achievements:

- Achieved 20% budget optimization while improving brand metrics
- Increased sales from \$195K to \$469K through enhanced TV spot effectiveness
- Reduced approval times by 50% for reseller channel materials

## Retail Communications Manager

Nextel

February 2007 – April 2012

Directed nationwide marketing communications campaigns, customer service communications, signage, and retail marketing strategy implementation.

### Key Achievements:

- Successfully managed and supported 3rd-party resellers' marketing communications.
- Streamlined processes to improve implementation by 25%
- Rebranded over 2,000 points of sale within 24 hours

## Visual Merchandising Coordinator

Levi Strauss & Co.

January 2004 – February 2007

Managed visual merchandising strategies for Levi's and Dockers brands across retail channels.

### Key Achievements:

- Developed and executed retail campaigns for Levi's and Dockers, collaborating with key account managers and sales teams.
- Overview the production of style guides and collection catalogs.
- Coordinated the roll-out of point-of-sale materials, achieving a 15% cost reduction and a 30% improvement in delivery times.

## Creative / Art Director

Corporativo B y B

March 2000 – December 2003

- Led creative initiatives for major retail and entertainment brands including HEB, Walmart, and Warner Bros.
- Developed the graphic design team and established a new large-format printing area.

## Art Director

Publicis

August 1998 – January 2000

- Directed creative development for global brands including Ford, Sun Microsystems, and Novell.
- Worked on visual guidelines for supermarkets, airports, and automotive industry.