

SACHA SUAREZ

MARKETING PROFESSIONAL

WWW.SACHASUAREZ.COM



ABOUT ME

Over 20 years of marketing experience with a successful background as an online marketing professional, advertising executive, creative entrepreneur, and mindfulness advocate and teacher.



CONTACT

Mobile:
1(424)274-2609



SKILLS

- Fluent in English and Spanish language
- P&L management
- Marketing budget management
- Client/vendor relations
- Team leadership
- Project management
- Process improvement
- Excellent presentation, communication and training skills
- Event planning
- SEO/SEM
- Contract negotiations for content licensing, e-commerce, digital and technology services
- Social media branding
- Email marketing
- Online sales strategies
- Web-design development
- Brand design and development
- Basic html



SOFTWARE

- Word
- Excel
- PowerPoint
- Google Analytics
- CMS software
- Basecamp
- ComScore
- Photoshop
- Illustration
- InDesign



EDUCATION

UNIVERSITY OF MASSACHUSETTS
CENTER FOR MINDFULNESS PROGRAM
2016 - 2018

UNIVERSITY OF CALIFORNIA AT
LOS ANGELES ARTS & HEALING
2016

UNIVISION COMMUNICATIONS, INC.
TRAININGS
2010 - 2013

NORTHWESTERN UNIVERSITY
2008

UNIVERSITY OF FLORIDA
1993 - 1996

QUALIFIED MINDFULNESS-BASED STRESS
REDUCTION (MBSR) TEACHER

SOCIAL EMOTIONAL ARTS CERTIFICATE

- PROJECT MANAGEMENT PROFESSIONAL (30 HRS)
- SCRUM/AGILE CERTIFIED TRAINING
- UNIVISION HIGH POTENTIAL LEADERSHIP DEVELOPMENT PROGRAM
- NEW MANAGER DEVELOPMENT COURSE (NOVA UNIVERSITY)
- HUMAN RESOURCES MANAGEMENT CERTIFICATE PROGRAM (FLORIDA INTERNATIONAL UNIVERSITY)

NAA MINORITY FELLOWSHIP FOR DIGITAL
STRATEGIES FOR MEDIA EXECUTIVES

BACHELOR OF SCIENCE IN ADVERTISING
MINOR IN BUSINESS ADMINISTRATION



EXPERIENCE

SACHA SUAREZ, INC.
2016 - CURRENT

OWNER

Offer Mindfulness Consulting and Marketing support for clients. Provide speaking engagements and workshops on Mindfulness for youth and adults. Address clients' marketing needs, from brand message development to marketing materials creation and planning. Some projects Include:

MARKETING DIRECTOR MINDFUL KIDS MIAMI 2016 - CURRENT

- Create and implement the creative branding materials of the organization through various marketing outlets such as paid advertising, content marketing, website, and social media.
- Search for opportunities the organization can increase their brand-awareness and funding for programmatic events.
- Teach Mindfulness workshops for youth and adults.

MINDFULNESS PRESENTER DEPT. OF HEALTH OF MIAMI DADE 2018

Provided a training to South Florida Nurses on Mindfulness and how it can help manage stress by providing simple tools to incorporate into their daily lives.

MINDFULNESS CONSULTANT MIAMI DADE COUNTY COLLEGE 2018

Conducted several Mindfulness training to students for a school-funded project to promote health and wellness in the community through Mindful Walking.

LATIN WORLD
ENTERTAINMENT
2014

EVP, BRAND MARKETING AND CELEBRITY ENDORSEMENTS

- Researched and developed new revenue opportunities related to digital opportunities for Celebrity clients including social media, and celebrity brand websites.
- Created business proposals for celebrity endorsements.
- Reviewed and analyzed potential for all new business proposals.
- Oversaw Business Development Manager

UNIVISION
COMMUNICATIONS, INC.
2012 - 2014

DIRECTOR OF HUMAN RESOURCES

- Provide support, and counsel on employment related issues including performance management, terminations, annual reviews and benefits for the Sports Network division.
- Ensure compliance with all state and federal employment laws, and company policy.
- Conduct new hire on-boarding and exit interviews.
- Lead special projects and/or process improvement initiatives.
- Use a variety of sourcing methods to continually build and maintain a pipeline of qualified candidates.
- Provide day-to-day coaching to the management team for employee performance management.
- Developed and managed the southeast region Internship program including recruitment, interviews, schedule of activities, employee coaching on interns dos and don'ts, Company communications, University partnerships.

2011 - 2012

SR. MANAGER PARTNER RELATIONS/PRODUCT MANAGER

- Product Manager for Microsoft Xbox and Windows 8 "UVideos Application", this included being the liaison between vendors and our internal teams: Programming, Developers, and IT.
- Oversaw digital partners such as cable networks, You Tube, Google, AP, AFP, Vevo, Getty Images, NFL, NBA, Consumer Reports, and other content license partners.
- Worked with Programming and Operations to implement video advertising partners that distributed Company content.
- Evaluated current digital partners and provided recommendations to senior management based on goals and ROI. Reports analyzed: eCPMs, ad revenues, and video plays.
- Handled all partner communication and Implementation through the project management team with various departments such as design, technology, finance and programming and managed the expectations throughout the development process to all stakeholders.

2009 - 2011

BUSINESS DEVELOPMENT MANAGER FOR ONLINE TEAM

- Managed all stages of the business development lifecycle, including prospecting, presenting, solution definition, establishing marketing plans, deal structure, term sheet summary, contract negotiation, closing, new partner on-boarding, and relationship management/growth.
- Structured negotiation terms & conditions that met the Company business and financial needs.
- Interpreted legal documents, negotiated contracts and worked with the legal department to complete agreements.
- Generated new revenue streams by entering strategic partnerships for the online and mobile space.
- Assess opportunity and success of new and current digital partnerships for scalable solutions and communicated to all levels of senior management.
- Communicated the new online partnership summary announcements to the entire Company.
- Created simplified deal term memos of new online partners for the PM team and other departments such as design, technology, finance and programming for the proper launch and contract fulfillment of partnerships.

THE MIAMI HERALD
MEDIA COMPANY
2007 - 2009

BUSINESS DEVELOPMENT MANAGER

- Successful management of the web products: MiamiHerald.com, elNuevoHerald.com, and Miami.com, through the execution of the marketing and media plans for the sales team and advertisers.
- Provided leadership and creative direction on sales/marketing materials of online products.
- Conducted product training for new hires, new initiatives and promotions department.
- Reviewed new revenue opportunities from online vendors.
- Created the yearly \$15 million plus sales budget and analysis for the Interactive Division.
- Product manager of the Miami.com product, including management of yearly marketing budget, brand integrity, SEM, focus groups, innovative revenue streams and web traffic analysis.
- Developed internal and external communications for new online product launches.
- Monthly and quarterly financial and web traffic analysis of all online properties.
- Oversaw a Web/Graphic Artist and an Online Marketing Coordinator.

2006 - 2007

SALES AND MARKETING MANAGER FOR HOME DELIVERY SUBSCRIPTIONS- CIRCULATION

- Managed over \$1 million plus of the annual Sales and Marketing budget including the schedule and cost control of direct mail, newspaper inserts and e-marketing campaigns.
- Oversaw weekly and monthly sales campaigns and worked with the Director of Sales to develop tactical consumer marketing strategies.
- Quality control/review of all copy on marketing materials to ensure ABC pricing compliance.
- Planned and provided direction to the creative department on all marketing campaigns, including copy, price point offers and target audience.
- Vetted print vendors on acquiring the best pricing for outside print jobs and advertising materials.
- Worked closely with the database department on selecting, analyzing and targeting the best mailing list for high response rates of the direct mail campaigns.
- Formed local partnerships with organizations to acquire new subscribers.

2004 - 2006

BUSINESS DEVELOPMENT MANAGER – EL NUEVO HERALD DIVISION

- Successful management of El Nuevo Herald, The Miami Herald's Spanish-Language newspaper, including the development and execution of the marketing and media plans for the reader and advertiser.
- Provided product expertise to the sales department for product promotions and new initiatives.
- Provided product training for new hires, new initiatives and promotions department.
- Prepared revenue analysis reports for the division.
- Developed educational and sales presentations and applied reader behavior research as required to support media presentations and strategies.
- Created innovative programs targeting advertisers who focused on Hispanic readers and in conjunction increased revenue for the department.
- Partnered with marketing, sales, finance, operations, and production to achieve new advertising opportunities.
- Generated and executed advertisement for the Hispanic trade publications.
- Managed several house accounts such as Megazines magazine, Hogar Latino and Fox Sports en Espanol.
- Successfully led special projects including the MHMC Branding, El Nuevo Herald redesign, Negocios con Bloomberg News special section.

INKTEL DIRECT

2000 - 2003

ACCOUNT MANAGER

- Account management and development of direct marketing programs: contact center, fulfillment, database management, lettershop/ direct mail, and e-commerce.
- Developed customized Inquiry Management online applications tailored to clients' marketing programs, i.e., database capture requirements, quality measurements and reporting functionalities.
- Managed all product marketing projects from concept to execution.
- Developed results driven programs and provided reporting and analysis to client.
- Prepared initial sales presentations of agency services.
- Resort/Travel accounts managed: Ministry of Tourism for The Islands of the Bahamas
- Royal Caribbean International, Norwegian Cruise Line, Celebrity Cruises, Oceania Cruise Line, Radisson Cable Beach, Walt Disney World.

AD PRODUCTIONS

1995 - 2000

ACCOUNT EXECUTIVE

- Developed successful client relationships by meeting with decision-makers on advertising plans.
- Analyzed clients' advertising expenditure with clients' weekly sales and provided recommendations and/or opportunities within the budget.
- Assisted in the design of ads and reviewed final proof of advertising, marketing collateral and all media contracts.
- Scheduled and sent all final print, radio, and TV assets for our clients.
- Automotive accounts managed: Chesrown Group, Cush Automotive Group, Al Hendrickson Toyota, Midway Ford, Hallet Pontiac GMC.



OTHER

- Department Co-chair, Live Healthy Little Havana organization, 2017-2018
- Executive Committee member, Mindful Kids Miami nonprofit organization
- Expressive Arts Workshop Instructor
- Owner & Property Manager of a triplex residential property
- 300-hour Meditation Teacher Certification
- 200-hour Yoga Teacher Certification
- Artist winner in the juried Broward Art Guild "Food for Thought" exhibit, March 2015
- Art Exhibit of personal paintings and photographs
- Guest blog posts on IPC Visual Lab
- Google Adwords Seminar for Success
- Private Photography and Art Training
- Chairman of the United Way Employee 2006 Campaign for the Miami Herald Media Company



REFERENCE

AVAILABLE UPON REQUEST