

# Lucía Rodríguez Sotero

## MARKETING STRATEGIST

### Abstract

A marketing professionalist with creative, strategic thinking, and management skills. Lucía is known for her belief in the power of teamwork to improve the quality of the outcome desired. She is known for giving creative solutions to complex problems and also for working with responsibility and guiding projects in the right direction.

### Let's connect

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### Skillset

- Performance Marketing
- Agile Methodologies
- User Experience
- Digital Strategy
- Entrepreneurial Mindset
- Go-to-Market Planning
- Adobe Marketo Engage
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Google Analytics
- Trello & Mural

## Work experience

### AMERICAS DEMAND STRATEGIST

#### IBM

October 2021 - Present

- Understand the local business requirements and develop the strategy around the full customer journey to thrive demand to America's countries.
- Utilize end-to-end marketing funnel and business contribution reporting, communicating results with the business and with other marketing disciplines.

### LATIN AMERICAN CAMPAIGN MANAGER

#### IBM

June 2019 - September 2021

- Campaign optimization, performance analysis against revenue goals, KPIs, and benchmarks, to find ways to improve the journey, messaging, content, and the email nurture tactics.
- Leading the marketing planning and working aligned with country local teams and with discipline teams to optimize campaigns.

### MARKETING STRATEGIST & PROJECT MANAGER

#### UX MARKETING

April 2018 - May 2019

- Project management including budgeting, planning, execution, and reporting.
- Marketing strategies development for B2B brands including consultancy & account management.
- Customer journey development with a user-centered approach for rapidly testing and iterating concepts.
- Lead and execute complex projects across multiple countries in LatAm.

### DIGITAL MARKETING STRATEGIST

#### IBM Mexico

August 2016 - March 2018

- Design, implement and optimize digital campaigns for different IBM business units targeting C-Level, Directors & IT Managers audience.
- Collaboration & negotiation with media agencies.
- Performance analysis & bi-weekly reporting to country Marketing Director.

### FIELD ENABLEMENT SPECIALIST

#### IBM Mexico

January 2015 - August 2016

- Strategy & execution of internal communications campaigns.
- Development of executive presentations for the General Manager impacting +900 employees.
- Communications campaigns and events management for the sales force.
- Performance analysis of enablement activities.

## Education

### TEC DE MONTERREY

→ Bachelor's Degree in Marketing, 2014

### ISCTE LISBON UNIVERSITY INSTITUTE

→ Brand Management Seminary, 2014

### LUMIÈRE INSTITUTE OF PHOTOGRAPHY

→ Digital Photography Certificate, 2012

## Languages

Spanish 

English 

Portuguese 

## Hobbies

