

PROFESSIONAL SUMMARY

Bilingual communications leader with 14+ years leading integrated PR, multicultural and global marketing programs for brands including Diageo/Buchanan's Whisky, Tiffany & Co., ANGOSTURA, MillerCoors and the Puerto Rico Tourism Company. Shortlisted at Cannes Lions 2025 for Buchanan's #ComoLoDigas. Combines senior client partnership (P&L, multimillion-dollar scopes, teams across the U.S., LATAM, the Caribbean and Europe) with hands-on media relations strength and culturally fluent storytelling. Currently consulting part-time for founder-led brands through BLITZ BLVD.

14+	Cannes	2.2B	+17.7%
YEARS IN INTEGRATED & MULTICULTURAL COMMS	LIONS 2025 SHORTLIST, #COMOLODIGAS	IMPRESSIONS FOR PUERTO RICO TOURISM	ANGOSTURA DOLLAR SALES, 2019

CORE COMPETENCIES

Integrated marketing strategy	Earned media relations	Multicultural & bilingual communications	Influencer & talent partnerships
Strategic partnerships & sponsorships	Experiential & event activation	Executive visibility & thought leadership	Content strategy
Client partnership & account leadership	P&L, budgeting & forecasting	New business, RFPs & pitching	
Global cross-functional team leadership	Internal communications & culture	DE&I, recruiting & mentorship	
Copywriting (English & Spanish)	AI-enabled workflows & tools		

AWARDS & RECOGNITION

- Cannes Lions 2025 Shortlist**, Media Lions: Cultural Engagement, and One Show Merit, Out of Home: Billboards & Transit — Buchanan's #ComoLoDigas (GALE)
- Dave Robinson Scholarship**: selected as 1 of 5 scholars from H+K's global network for a placement in the London office
- PRSA Skyline Awards (2), 2017**; PR Daily Award, 2016; MarCom Gold Award, 2016 — Puerto Rico Tourism Company
- North American Excellence Awards**, Runner-Up, Food & Beverage, 2017; In2 SABRE Award Finalist — Nonni's Foods

PROFESSIONAL EXPERIENCE

Independent Strategic Communications Consultant (Part-Time)

MAR 2026 - PRESENT

BLITZ BLVD · AUSTIN, TX

- Advise a select roster of founder-led hospitality, lifestyle, beauty, wellness and consumer brands on positioning, media relations and growth communications.
- Develop communications strategies, proposal decks and value propositions that make the business case for communications investment.
- Built AI-assisted strategy tools, including a workbench powered by the Claude API, to speed up research, messaging and content planning.

Engagement Lead, Client Partner

MAR 2023 - JUL 2025

GALE (FORMERLY CRISPIN PORTER BOGUSKY) · AUSTIN, TX

Key accounts Diageo / Buchanan's Whisky

- Client partner across both the Global and U.S. Buchanan's teams, managing senior client relationships in the U.S., Amsterdam, Mexico, Colombia and the Caribbean.
- Restarted a global campaign that had stalled for 18 months: secured an expanded scope of work and delivered 500+ assets across TVC, social/digital, OOH, DOOH, PR and experiential through six large-scale productions.
- Led #ComoLoDigas from concept to execution as a fully integrated campaign with SNL's Marcello Hernández, including ZIP-code-specific murals and bus wraps by local Latino artists in five cities; shortlisted at Cannes Lions 2025 (Media Lions: Cultural Engagement) and awarded a One Show Merit.
- Led the debut of Buchanan's Green Seal, the brand's first-ever luxury whisky, shaping narrative, creative direction and go-to-market storytelling to establish a premium tier.

- Led campaign development for "Make it -ita," the social campaign introducing Buchanan's 375mL bottle (2024-2025), and film development for the Buchanan's x Austin FC partnership campaign.
- Directed the FIFA World Cup partnership launch campaign, coordinating four agencies and delivering above-benchmark social and PR engagement across sports, culture and lifestyle.
- Managed celebrity and influencer partnerships with Rauw Alejandro and BZRP to deepen reach with Latinx audiences.
- Partnered across account, creative, strategy and production on the second phase of the Spirit of the 200% campaign with Marcello Hernandez.
- Led a briefing and brainstorm in Mexico City with clients from across Latin America, producing a fully integrated communications plan in two days that was adopted across global markets.
- Led the internal integrated idea team with creative directors, working closely with the Chief Creative Officer and Chief Strategy Officer; presented and wrote key client documents in English and Spanish.
- Owned scopes of work, staffing plans and project management; supported P&L and account profitability; streamlined processes across account, creative, strategy and production.

Account Director

FEB 2021 - MAR 2023

GROUP SJR (WPP) · AUSTIN, TX (REMOTE)

Key accounts Tiffany & Co., DAZN, CBRE, Tyson, Red Bull, WPP, Gem Shopping Network

- Hired as the designated earned media relations lead across Group SJR's content and publishing client roster.
- DAZN: led communications for every fight broadcast on the platform, including Canelo Álvarez bouts, and helped lead the push around DAZN's global UEFA Women's Champions League rights, including the "We All Rise with More Eyes" campaign and ambassador partnerships with Ada Hegerberg (Global) and Ashley Lawrence (Local).
- Built integrated strategies, message architecture, press materials, talking points, briefing documents, POVs and new business decks; led media outreach that increased earned visibility across corporate, tech and consumer verticals.
- Supported digital and social planning, including governance models, measurement frameworks and consumer journeys, using trend, data and analytics insights.
- Worked directly with CBRE operators across markets to build a social media governance model and consolidate the brand's global social handles as part of a social media redesign.
- Led the full redesign of The Tiffany & Co. Foundation website, bringing the right stakeholders together and keeping a complex, multi-team project moving.
- Directed content production across editors, producers, designers, UX and copywriters; led client relationships, timelines and budgets, securing organic account growth.
- Managed and mentored junior staff; launched agency-wide internal culture programs, employee surveys and DE&I initiatives.

Senior Account Supervisor | Account Supervisor | Senior Account Executive

JUN 2015 - FEB 2021

HILL+KNOWLTON STRATEGIES (WPP) · AUSTIN, TX; CHICAGO, IL; LONDON, UK

Key accounts ANGOSTURA bitters, Puerto Rico Tourism Company, Nonni's Foods, RAGÚ, Bertolli, American Pistachio Growers, Chewpod, FarmToFork Pasta Sauce, Kenwood Vineyards, Graffigna Wines, Chloe Wines, Remedy Urgent Care, Verisign, IHG

Planning, strategy and execution team lead overseeing programming, partnerships, new business and project management; client-facing lead for the top-performing, highest-grossing consumer account out of Chicago.

ANGOSTURA BITTERS

- Led media relations, influencer and partnership efforts that kicked off a 17.7% increase in dollar sales and a 9.2% increase in units sold in 2019 over the prior year; ANGOSTURA drove 87% of the bitters category's incrementality.
- Launched the first-ever ANGOSTURA cocoa bitters with custom press kits and a major influencer and social push.
- Secured 1B+ multimedia impressions in 2018; led creative, paid media, experiential and e-commerce agencies (five integrated partners) through FY18-FY20 planning and upsold a fully integrated global social and PR program.
- Partnered with GMR to coordinate the Bar Convent Brooklyn sponsorship and bar build-out, ran a press trip to Trinidad for the ANGOSTURA Global Cocktail Challenge, and led multiple media tours with press stops at People, Thrillist, Remezcla, Epicurious, Esquire and others.
- Launched the first-ever influencer programs for ANGOSTURA and Kenwood Vineyards, creating a tiered, repeatable influencer framework.

PUERTO RICO TOURISM COMPANY

- Managed a multimillion-dollar budget coordinated across nine countries; in 2016 secured 2.2B impressions through 1,500 influential media placements.
- FY15/16 media strategy supported 10.9% growth in hotel registrations, new air routes from Sweden, Norway, Denmark and Mexico, and 45% growth in cruise passengers versus 2013 around the opening of a new cruise port.

CONSUMER FOOD, WINE & WELLNESS

- Activated a Nonni's Foods PR and sampling beauty bar at New York Fashion Week, securing 40.2M impressions across 38+ top-tier outlets; ran pop-ups, collaborations, sponsorships (including the Fit Foodie race) and culture-led events for millennial women.
- Launched Chewpod functional gum and FarmToFork Pasta Sauce, and multiple RAGÚ and Bertolli line extensions.
- Managed talent partnerships with Bachelor franchise alumni for Bertolli and American Pistachio Growers, including a campaign with Trista Sutter on the benefits of pistachios and a Bertolli partnership with Sean and Catherine Lowe for a Rustic Cut Pasta Sauce line honoring National Italian Heritage Month.
- Planned and hosted media dinners and experiential activations for media and influencers, including a Graffigna Wines media dinner; staffed content shoots.

LEADERSHIP & OPERATIONS

- Managed account budgets, forecasts, staff utilization and profitability; built new business strategies and pitch decks and closed contracts.
- Built the Chicago office's first highly diverse MarComms team; hired and mentored staff from intern to Account Supervisor and led recruiting and onboarding for the consumer marketing team.
- Dave Robinson Scholar placement in London (British Airways, LG, IHG Hotels, Westfield), building UK media relationships that led to earned placements.

Notable placements: The Today Show, Good Morning America, USA Today, CNN, Fox, HuffPost, U.S. News & World Report, Chicago Tribune, Condé Nast, Epicurious, Time Out, Oyster.

Multicultural Account Executive | Assistant Account Executive

NOV 2013 - JUN 2015

ICF NEXT (FORMERLY OLSON ENGAGE) · CHICAGO, IL

Key accounts MillerCoors (Blue Moon, Miller Lite, Coors Light, Redd's Apple Ale); Wrigley (Orbit, 5 Gum, Skittles); Oscar Mayer; Fashion Outlets of Chicago; McDonald's; Alzheimer's Association

- Executed four national media tours (Miller Lite, Blue Moon, Coors Light, Redd's Apple Ale), securing and staffing 12+ top-tier interviews for Omar Chaparro, plus Redd's in-store activations with the talent.
- Spearheaded the Coors Light World Cup soccer program; helped launch Blue Moon Cinnamon Horchata nationally and facilitated 15+ interviews for Blue Moon founder Keith Villa.
- Planned and staffed eight media and influencer dinners nationwide and multicultural experiential and retail activations as on-site lead.
- Wrote bilingual press releases, pitches and messaging; copywriter for Hispanic radio and TV spots for McDonald's, the Alzheimer's Association and Supercuts; directed talent reads.
- Consistently beat CPM benchmarks, averaging under \$3.

Notable placements: Telemundo, Univision, Latina, Fox Latino, Remezcla, Chicago Tribune, Miami Herald, San Antonio Express-News, PureWow, Chicago Magazine.

Content Analyst

NOV 2012 - AUG 2013

CRITICAL MASS · CHICAGO, IL

Key accounts Nissan, HP, USAA

- Shaped content strategy for website redesigns with UX architects: content audits, hierarchies, page tables, wireframe recommendations and editorial calendars.

New Customer Specialist, Inside Sales

FEB 2006 - AUG 2013

ORKIN · CHICAGO, IL

- Held a consistent 80% close rate and closed \$1.5MM+ in business per year on average; top seller in July 2010 (\$101K+). Trained and coached new sales reps.

INTERSHIPS

Skirt PR • Edelman, Multicultural Media • The San Jose Group • WGN-TV/The CW • Ruder Finn (2008-2011)

EDUCATION, SKILLS & LANGUAGES

Education: B.A., Advertising & Public Relations, Loyola University Chicago; WPP Mini MBA (Strategic Thinking, Winning New Business); Accredited Event Designer, Institute of Wedding and Event Design

Languages: English; Spanish (native, spoken and written); Italian (elementary)

Tools: Cision, Muck Rack, Factiva, Critical Mention, TVEye, SimilarWeb, Julius, Figma, Canva, Slack, Microsoft Office, Google Workspace, creator/affiliate platforms

AI: Claude (including the Claude API), ChatGPT, Gemini, Perplexity, Grok, Manus, Muse, Gamma, Lovable