

# MARCELA NEGRON

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## SUMMARY

Marketing professional with sixteen years of experience pioneering results-driven, innovative media strategies. Expertise in multi-channel media planning, with deep background in digital marketing & analytics, and full funnel activation. Dedication to success & ability to quickly deliver results for the business.

## QUALIFICATIONS

Budget Management  
Media Strategy  
Agency Management

Digital Marketing  
Analytics  
Media Mix Modeling

Leadership & Team Management  
A/B Testing  
AdTech/MarTech

## PROFESSIONAL EXPERIENCE

### Senior Director, Media

Altice USA // Long Island City, NY // November 2021 - Present

- Manage strategy & execution of a \$200M+ media budget for the Optimum, Optimum Mobile, and Optimum Business brands
- Own the relationship with agency of record, and have successfully led transition and onboarding for new media agency without disruption of business continuity
- Advocate for investment increase to support business KPIs, securing \$18M in additional funding for marketing in 2023
- Developed strategic media plan to support the Optimum rebrand, introducing a full funnel channel mix that drove 52% unaided awareness growth over four months, and 21% growth in shopper traffic
- Oversee Optimum Ad Tech/MarTech partnership with Adobe & Neustar, and secured over \$500k in savings through renegotiation of Adobe contract
- Expert in online & offline channels, including digital, social, outdoor, print, video/OTT, & search
- Drive the use of media mix modeling for plan optimization & forecasting, delivering forecasts within 5% accuracy
- Own relationship between media and regional teams, serving each market uniquely & consistently through local media & sponsorships supporting their area
- Maintain a roadmap of continuous testing and optimization of offers, creative mix, and landing pages, influencing changes that drive lift in ecommerce conversion rates and traffic
- Pioneered media innovations such as influencer marketing, delivering engagement rate 6x benchmark and 46% lift in traffic
- Supported retail team through development of local media and marketing playbook to drive traffic to grand openings and redesigned stores, increasing transaction volume in 75% of new stores
- Established team & process around events & sponsorships for Optimum, fostering ties with local communities, internal stakeholders, and creating opportunities for live engagement with customers for retention and prospects for sales
- Formulated go-to-market plans supporting key growth initiatives such as the roll out of fiber and multi-gig internet and market upgrades, building a playbook for the company on how to extract value from capital investments
- Pioneered first ever campaign supporting Optimum recruitment, delivering 4,800 job applications for critical field roles
- Maintain & negotiate relationships with key media partners, such as Google, Facebook, Twitter, Amazon, and others
- Manage an all-star team of five, two of which have been elevated based on outstanding contribution

### Director, Digital Marketing

Altice USA // Long Island City, NY // February 2018 – November 2021

- Planned & launched the rebrand of Altice's mobile product which leveraged surround sound media (TV, OOH, radio, digital, and social channels) and delivered a 52% aided awareness increase against target audience
- Established team & process to leverage internal first party data for digital targeting using the DMP, delivering an 18% reduction in cost per order across digital media through use of DMP prospecting audiences
- Developed & implemented hyper-local media strategy, leveraging OOH, print, digital & sponsorships to support key company objective of growth via footprint expansion & network upgrades, and contributing to over 53K new B2C customer relationships in 2021
- Launched and maintained dynamic creative optimization program which delivered 1,500+ personalized creative messages, 67% conversion lift, and the ability to free up creative services resources to take on projects outside their standard scope
- Introduced new and innovative elements into digital media ecosystem to help achieve strategic goals, including expansion of gamer, multi-cultural and mover efforts, frequency capping & suppression, search bid management and keyword pressure testing and optimization
- Initiated and executed various media partner relationships, such as the Google Preferred upfront which delivered over half a million dollars in cost savings for Altice

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- Regularly interface with executive level leadership to communicate media strategy

## **VP, Investment**

Zenith Media // New York, NY // June 2015 – January 2018

*Accounts: Verizon Wireless, FiOS, go90, hum*

- Led strategy development & tactical execution of results-driven digital marketing campaigns across the Verizon business
- Collaborated with internal and external agency teams to establish process and lead cross-functional deliverables
- Managed portfolio of investment across acquisition and branding initiatives to consistently deliver on agency scorecard goals
- Drove efforts for shifting sales from in store to web and increasing website traffic through strategic changes to paid media, messaging, offers, and consumer experience on site
- Served as a specialist on the digital media marketplace, providing thought leadership in social media, digital audio, online video, display & mobile advertising, SEM, dynamic creative, content marketing, and native advertising
- Delivered 21% YoY decrease in cost per gross add through a strategic shift towards self-serve programmatic and personalized messaging
- Built and executed Verizon's breakthrough holiday campaign, which included a live stream of the Thanksgiving Parade in 360 and delivered an 80% YoY increase in website traffic

## **Associate Media Director**

Zenith Media // New York, NY // July 2013 – May 2015

*Accounts: Verizon Wireless, Chase (Marriott & Ritz-Carlton Cards, Mortgage), and Caesars Entertainment*

- Ensured the timely launch of advertising campaigns by overseeing staff and coordinating various departments and agencies
- Improved client relationship by leading quarterly review meetings with key executives and coordinating development of a reporting dashboard that provides real time campaign insights
- Evaluated and negotiated key vendor partnerships, including a \$3M deal for Chase mortgage that provided 44% reduction in media costs and \$100,000 in added value

## **Media Supervisor**

Zenith Media // New York, NY // March 2012 – June 2013

*Accounts: Chase (Sapphire, Chase Private Client)*

- Managed the execution of a \$15 million media partnership by coordinating cross-functional team collaboration
- Helped conceptualize and implement a test of dynamically optimized online creative and presented results to management
- Negotiated and developed cross-platform print, digital, and experiential marketing partnerships with major publishing house

## **Media Planner / Senior Media Planner**

Zenith Media // New York, NY // December 2009 – February 2012

*Accounts: Chase (Blueprint, Slate, Sapphire, Freedom, and Ultimate Rewards)*

- Coordinated all aspects of campaign execution, collaborating with internal and external teams
- Planned and executed \$10 million product launch campaign for Chase Ultimate Rewards
- Supervised and trained junior staff members who later became independent planners on other brands

## **Associate / Senior Associate**

Mindshare // New York, NY // June 2008 – November 2009

*Accounts: Unilever (Ice Creams, Knorr, Slim-Fast, Lipton, and Spreads)*

- Planned holistic media campaigns across digital, print, television, and mobile for Unilever's top consumer brands
- Analyzed media consumption patterns of the target audience and developed media mix recommendations
- Assessed competitive landscape for CPG brands and advised on strategy implications

## EDUCATION

### **New York University**

Leonard N. Stern School of Business // New York, NY

M.B.A., Marketing and Business Analytics, 2014

### **Binghamton University**

School of Management // Binghamton, NY

B.S., Management, 2008