

JUDITH DAVILA CHAUD

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MARKETING & DIGITAL GROWTH LEADER

Senior marketing leader with 17+ years of experience driving measurable growth across global, multi-portfolio environments. Proven track record owning large budgets, delivering strong commercial results, and translating complex products, data, and technology into clear, actionable insights. Experienced in leading regional and global teams, having worked in the USA, Germany, Canada, and Peru. Recognized for combining strategic thinking with executional rigor, leading high-performing teams, and building scalable marketing, analytics, and martech foundations in regulated and matrixed organizations.

CORE STRENGTHS

- Digital Marketing Strategies
- Commercial Data Analytics (Front + Back-End)
- Product Marketing & Go-to-Market Strategy
- Client & Market Insights (Qualitative + Quantitative)
- Positioning, Messaging & Launch Readiness
- Cross-Functional Leadership (Product, Growth, Data, Legal, Design)
- Innovation, Testing & Iteration
- Data Analysis, Metrics & Performance Measurement
- AI-Enabled Marketing & Insight Synthesis

PROFESSIONAL EXPERIENCE

International Air Transport Association (IATA) - Montreal, Canada

Digital Marketing Manager, Global | 2019 – Present

- Own and optimize a seven-figure annual digital marketing budget, driving measurable impact across various global portfolios and managing 30+ concurrent campaigns spanning awareness, lead generation, and e-commerce.
- Deliver strong commercial performance, achieving ROAS above industry averages depending on product maturity and objectives, while balancing short-term revenue with long-term brand trust.
- Serve as the primary commercial analytics lead, bridging Marketing, IT, and Data teams to translate business needs into scalable, data-driven solutions.

- Championed and led the BigQuery integration, enabling advanced analytics, faster insights, and improved decision-making across marketing and commercial teams.
- Serve as the main stakeholder for the organization-wide Cookie Management Platform (CMP), ensuring compliance, data integrity, and consistent client experience across the full web ecosystem.
- Built and automated hundreds of Looker dashboards, replacing manual Excel-based reporting with real-time, self-serve insights used by senior stakeholders.
- Drove marketing technology innovation by introducing digital project management tools improving visibility, accountability, and cross-team coordination; adoption later expanded to other departments.
- Established and scaled partnerships with multiple advertising agencies, resulting in improved execution quality, faster experimentation, and stronger strategic collaboration.
- Own integrations between advertising platforms and analytics systems, ensuring accurate attribution, reliable measurement, and scalable e-commerce tracking.
- Act as the go-to expert for new e-commerce initiatives, advising on tracking strategy, analytics architecture, and performance measurement from a commercial perspective.

Marketing Specialist, Global | August 2016 - 2020

- Responsible for the implementation of the global marketing and communication strategy across various products and channels, encompassing Email Marketing, Social Media, SEO & SEM, among others.
- Facilitated internal marketing requests, coordinating with the creative services team and/or ad agency for the creation of flyers, brochures, videos, print ads, and other media.
- Provided event management and support as required within the portfolio's scope. Conducted thorough analysis and recaps of marketing activities to ensure alignment with brand guidelines.

American Airlines - Lima, Peru & Miami, USA

Sales Planning Analyst - Latin America, Caribbean & US Hispanic | 2013 - 2016

- Analyzed customer behavior, market performance, and revenue trends to support strategic decision-making and growth initiatives.
- Translated complex data into actionable insights for commercial and marketing teams, influencing prioritization and investment decisions.
- Supported regional strategies by identifying unmet customer needs and friction points across the travel journey.

Social Media Lead | 2010 - 2013

- Coordinated and led the first-ever launch of American Airlines' social media presence across Latin America, the Caribbean, and U.S. Hispanic markets, managing Spanish and Portuguese channels.
- Built internal business cases and pitched regional Sales leaders to secure buy-in at a time when social media was viewed as experimental and temporary.

- Owned day-to-day management of regional social media pages post-launch, including content strategy, publishing, and community management.
- Led customer engagement and response operations on a 24/7 schedule, acting as a frontline brand representative and escalation point.
- Played an active role in public-facing crisis and issue management, collaborating closely with Corporate Communications and PR teams in Dallas to ensure aligned, timely, and brand-safe responses.
- Established early processes, tone-of-voice guidelines, and performance tracking to support sustainable regional social media operations.
- Represented the LATAM, Caribbean, and U.S. Hispanic markets during the launch of American Airlines' new brand identity and logo, ensuring regional considerations were reflected in social and digital execution.

Interactive Marketing Analyst | 2007 - 2009

- Owned email marketing communications for the region, managing database hygiene, segmentation, and campaign execution to support commercial and customer engagement objectives.
- Introduced and implemented early email marketing best practices at a time when the discipline was still emerging, including user-friendly and mobile-responsive email templates.
- Improved KPIs - including open rates, click-through rates, and conversions - through better design, clearer messaging, and audience-focused content strategies.
- Contributed to the launch of the redesigned www.aa.com, supporting the transition to a more modern and user-centric digital experience. Acted as a neutral focus group facilitator, observing and documenting in-person user behavior to identify usability issues, friction points, and opportunities for improvement.
- Partnered with cross-functional teams to translate qualitative user insights into actionable recommendations for digital and marketing teams.

EDUCATION

Diploma in Business Marketing Strategy

Florida Global University, USA

Master's in Online Marketing & E-Commerce

Universitat de Barcelona, Spain

Bachelor's in Business Administration

Universidad de Lima, Peru

TOOLS & TECHNOLOGIES

- **Analytics & Data:** Google Analytics, Google Tag Manager, Looker, BigQuery, Power BI, Optimizely, Hotjar
- **Growth & Paid Media:** Google Search, Microsoft Advertising, LinkedIn Ads, Meta Ads, TikTok Ads, Reddit Ads, Spotify Ads, Pinterest Ads, Amazon Ads
- **Automation & CRM:** Salesforce, Pardot, Zapier
- **AI & Productivity:** AI tools for insight synthesis, competitive scanning, performance analysis, and content optimization

LANGUAGES

- Spanish (Native)
- English (Full Professional)
- French, German, Portuguese (Basic–Intermediate)

RECOGNITION

- Awarded the First Edition of the Anne Kettenbeil Scholarship, as a graduate of the women's entrepreneurship training program.
- Air Cargo Marketing & Promotion Campaign Award (2020) - Digital Marketing Lead
- Outstanding Performance Award - Marketing & Insights Team, IATA (2022, 2023)
- Multiple excellence and leadership awards at American Airlines

VOLUNTEER EXPERIENCE

- Société de Saint-Vincent de Paul de Montréal - Clothing Sorting Volunteer
- Welcome Hall Mission - Food Sorting Volunteer
- Medical Wings International - English/Spanish Medical Interpreter

References: Available upon request.