

**Profile**

Dynamic and innovative thought leader with 10+ years of experience in advertising and marketing. Highly motivated team-builder with excellent interpersonal and communication skills, who is a results oriented professional interested in guiding organizational goals

**Experience**

**Equipo Roca** Principal - Denver, CO August 2006 - Present

- Cultural marketing consultant, public speaker & writer
- Cultural curator who provides trends analysis in cultural branding
- Lead creative strategist on all work with agency and brand clients
- Lead planner in emerging multicultural sports categories, especially action sports

**Mexican Snow Federation** Director of Snowboard - Denver, CO April 2012 - Present

- Charged with developing a competitive international snowboard program for Mexico
- Team manager responsible for all personnel, including athlete talent recruitment & development
- Handling all team marketing efforts including public relations & partnership/sponsorship development

**Huemanitas** Creative Strategist - Denver, CO 2008 - April 2012

- Collaborated with company founders to build an innovative cultural branding model
- Lead brand planner who worked with creative team to craft intelligent marketing campaigns
- Insights & Research - brand/product, consumer, retail/shopper & digital marketing
- Strategic Planning - market segmentation, brand planning & positioning, engagement strategy, retail/digital strategy
- Engagement Mapping - retail & digital mapping & partnership development

**Radar Communications** Business + Cultural Insights - Boulder, CO 1999 - 2006

- Cultural market researcher who provided clients with insights via qualitative research methods that included focus group moderating, recruiting, research analysis, and documentary film making
- Company was acquired by advertising agency Crispin Porter + Bogusky in 2007, thereby becoming COGS planning department

**Ruby Hill Rail Yard** Bilingual Volunteer - Denver, CO 2009 - 2013

- Ambassador for City of Denver Parks & Recreation urban snowboard terrain park

**AIGA CO** - Denver, CO 2007 - Present

- Chair of diversity - AIGA Colorado Chapter
- Building culturally relevant Denver Public Schools art & design programming
- Curate the annual Bordo Bello skateboard art fundraiser

**Nederland Skate Park Advisory Council** - Nederland, CO 2004 - 2008

- Chairman of non-profit board dedicated to building 13,000 sq. ft. concrete skate park
- Public advocate who helped write letters, grants, and oversee design/build process

**Education**

Bachelor of History - University of Colorado at Boulder 2001

Master of Sports Administration - Ohio University at Athens 2014

**Skills**

Spanish, Portuguese, and German, Microsoft Excel, Outlook, PowerPoint, and Word, Twitter, Facebook, Typepad Flickr, Foursquare, WordPress, Tumblr and Instagram

**Interests**

Baseball, golf, board sports, cycling, art & design, architecture

**Apparel/Fashion**

GAP  
American Eagle Outfitters  
Kangaroos  
Iconix  
Merrill Footwear  
Levis Strauss

**Automotive**

Acura  
General Motors  
Nissan  
Toyota  
Johnson Controls

**Beverage**

Coca Cola  
Coors Brewing  
Miller Brewing  
PepsiCo  
Starbucks  
Monster Energy

**Consumer Packaged Goods**

Unilever  
Kellogg's  
General Mills  
Frito Lay  
Kingsford Charcoal  
WD-40  
Master Foods  
Flavors of North America  
Johnson & Johnson

**Technology**

Hewlett Packard  
Intel Corporation  
Palm  
Sony Electronics  
Sprint Wireless  
Verizon Wireless

**Sporting Goods**

adidas  
Burton Snowboards  
Gravis Footwear  
Nike  
Oakley  
Outdoor Research  
Patagonia  
Quiksilver  
Reebok  
Timberland  
Timex  
The Sports Authority  
Vans Shoes

**Advertising Agencies**

Action Marketing Group  
Arnold Worldwide  
Bulldog Drummond  
Cactus Communications  
Crispin, Porter + Bogusky  
DDB  
Foote Cone & Belding  
Futuristic Films  
Jager, Di Paola & Kemp  
Design  
Leo Burnett  
The Integer Group  
The Sports Syndicate  
Street Source  
Tracy Locke  
Wieden & Kennedy

**Financial Services**

Wachovia  
Dow Jones

**Other**

Aim-Tell-Vision  
Copper Mountain Resort  
Winter Park Mountain  
Resort  
Denver Parks & Recreation  
Country Music Association  
FMC Pharmaceuticals  
Herman Miller Design  
The Denver Post

*The Best of Both Worlds: Hispanic Millennials Embrace Their Bicultural Birthright*  
Adweek – by Stuart Feil Mar. 11, 2012

*PepsiCo Taps Huemanitas To Lead Its Multicultural Retail & Shopper Marketing Efforts*  
PR Newswire Oct. 3, 2011

*Winter Park Resort Supports Hispanic Snow Sports Community*  
Transworld Business – Press Release Feb. 4, 2011

*Getting Down to the Business of Snow – Day 3 SIA Snow Show*  
SIA Snow Show Daily – by Doug Schnitzspahn Jan. 29, 2011

*Report Reveals Size of Latino Snow Sports Market*  
ESPN Action Sports – by Charles Bethea Jan. 6, 2011

*Speak Out – More M.A.S.*  
SAM (Ski Area Management) Magazine – by Rick Kahl Jan 2011

*How to Grow Your Business in the Hispanic Community*  
Transworld Business – by Mike Lewis Nov. 18, 2010

*FUTURE SHRED: The Equation for a New Generation*  
Transworld Business – by Mike Lewis Jun. 15, 2009

*La Revolución Underway*  
The Denver Post – by Scott Willoughby Jan. 2, 2007