

JACQUELINE POLANCO

DIGITAL PRODUCT OWNER | SCRUM MASTER

PROFESSIONAL SUMMARY

- Bilingual professional with over 14 years of experience leading digital marketing projects and product strategy.
- Proven track record of increasing revenue by developing global customer acquisition strategies and ideating innovative solutions with a deep understanding of customers' needs.
- Vast experience fostering collaborative and supportive teams, and helping them discover better ways of developing software, build healthy relationships, and communicate effectively.
- Advocate for continuous learning with exemplary storytelling skills, and strong communication and presentation skills.

GET IN TOUCH



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KEY SKILLS

- Product Development
- Digital Marketing
- Project Management
- Go-to-Market Strategy
- Agile Methodologies
- Scrum & Kanban Frameworks
- Decision Making
- Problem Solving & Critical Thinking
- Analytical & Experimentation
- Cross Functional Team Leadership
- Vendor Relations
- Influence & Negotiation
- Product Strategy & Execution
- Budgeting
- Research
- Public Speaking

WORK EXPERIENCE

DIGITAL PRODUCT OWNER & SCRUM MASTER

Royal Caribbean Cruises | 2020 - 2020

Serve as the voice of consumers by developing best-in-the-industry e-commerce projects for the Royal Caribbean website.

- Define product vision, roadmap, go-to-market strategy, and growth opportunities for our e-commerce site.
- Launch new customer-facing products that can elevate business performance and increase revenue.
- Manage day-to-day technical and design direction.
- Partner with management to drive global e-commerce initiatives through the product lifecycle, and identify value, risk, strategy & approach.
- Influence stakeholders to plan and prioritize product features and development according to business value or ROI across global markets.
- Understand markets, competition, and user requirements in depth.
- Work collaboratively with engineering, marketing, legal, UX, etc. on cutting edge technologies to address product related questions and technical challenges.
- Lead agile scrum teams consisting of overseas agencies, in-house developers, business analysts, engineers, QA leads, etc.

SENIOR PAID MEDIA EXECUTIVE

Celebrity Cruises | 2017 - 2020

Responsible for planning and executing the traditional and digital paid media strategy of the Celebrity Cruises brand in the North American market.

- High-level tactical planning and oversight of a \$35M+ budget.
- Keep abreast of new technology, always finding new partnerships or tools to improve strategy and results.
- In 2019, successfully launched "what's best for the guest," the first Facebook Messenger Chatbot in the cruise industry, increasing engagement by 46%.
- Developed strategic media plans in 2018, resulting in a 119% increase in revenue, a 111% increase in bookings, and a 170% increase in traffic to the website vs. 2017.

SENIOR DIGITAL MEDIA EXECUTIVE

Celebrity Cruises | 2015 - 2017

Responsible for planning and executing the digital media strategy of the Celebrity Cruises brand in the North American market.

- Lead several mar-tech projects that have been first in this industry and increased our ROI, significantly generating millions in web revenue.
- Implemented dynamic ads strategy with display ads generating over \$44 ROAS in 2018.
- In 2016, launched first in its industry Facebook's dynamic ads, achieving a 3X increase in online bookings and a \$15.20 ROI. Work was featured as a Facebook Business Success Story.

EDUCATION & PROFESSIONAL DEVELOPMENT

CERTIFIED SCRUM MASTER® (CSM)
Scrum Alliance
2019

CERTIFIED SCRUM
PRODUCT OWNER® (CSPO)
Scrum Alliance
2019

DIGITAL STRATEGY
Columbia Business School
2018

BACHELOR OF SCIENCE
Major: Marketing
Minor: Communications
Southern New Hampshire University



FEATURED PROJECTS & PUBLICATIONS

SMOOTH SAILING WITH
DYNAMIC ADS
[Facebook Business Success Story](#)

INCREASING BOOKINGS WITH
FACEBOOK'S TRIP
CONSIDERATION OBJECTIVE
[Facebook Business Success Story](#)

GUIDE TO THE GLOBE
[Forbes](#)

CELEBRITY CRUISES ACHIEVES
23X ROAS THROUGH FULL
FUNNEL STRATEGY ON
FACEBOOK
[Adphorus](#)

VOLUNTEER WORK

VP OF MEMBERSHIP
Women's Employee Resource Group
(NOW ERG)
Royal Caribbean Cruises Ltd.

RESCUE A REEF VOLUNTEER
University of Miami

G.I.V.E. DAY VOLUNTEER
Royal Caribbean Cruises Ltd.

SOCIAL MEDIA MANAGER
[La Concha Resort](#) | 2014 - 2015

Lead and managed the social media & online reputation strategy for the resort and their wedding venue by creating and establishing the brand's social media presence with innovating and trendsetting campaigns, content, and initiatives.

- Lead the social media influencer strategy for the brand, partnering with famous personalities to promote the hotel.
- Increased social media Facebook engagement significantly by 200% and followers from 10K to over 60K (+500% increase).
- Created an Instagram page and grew to over 10K followers organically.
- Increased Twitter followers from 2K to over 5K (+150% growth).
- Online reputation improved from a 4.1 to a 4.7 on TripAdvisor.

DIGITAL MARKETING MANAGER (CONTRACT)
[ItalBank International](#) | 2014 - 2014

Developed and executed the bank international marketing plan with a \$MM+ budget while coordinating and overseeing the global marketing strategy for their products and services.

- Developed and implemented strategic print, email marketing, social media, SEO, and SEM strategies.
- Monitored, measured, and analyzed traditional and digital marketing and advertising initiatives.
- Responsible for developing training tools and integrating Customer Relationship Management (CRM) software, Salesforce, with our bank core.

SOCIAL MEDIA PRODUCER (CONTRACT)
[SXM Entertainment](#) | 2013 - 2013

Lead and execute the social media influencer strategy for Samsung sponsored live-streamed survival competition web-series called "[SOS Island: Survival of the Smartest.](#)"

- This interactive mash-up brought over a media reach of over 4 billion impressions.

MULTIMEDIA & ENCODING PRODUCER
[Liberty of Puerto Rico](#) | 2012 - 2014

Responsible for all interactive & multimedia advertising, including authoring, coordinating & reporting of the email marketing program, Info Ads & AdWidgets.

INTERACTIVE TEAM LEADER
[The San Diego Union-Tribune](#) | 2009 - 2011

Developed high-impact digital marketing strategies to target new business opportunities and new markets that increased conversion rate for clients by over 10%.

- Oversight of north county online sales division with a 12-member local sales team.
- Developed integrated media strategy, including traditional and digital marketing initiatives that increased sales over 150% from previous years.
- Trained sales & management team to be knowledgeable and proficient in presenting digital product portfolio.
- Managed comprehensive campaigns to increase brand awareness and boost web traffic via PPC, Mobile, Social Media & SEO.

SENIOR ACCOUNT EXECUTIVE, ONLINE ADVERTISING SALES
[Editora Listin Diario](#) | 2006 - 2008

Created digital strategies to assist sales executives and motivate more significant deals.

- Oversight of agency online sales division with a 6-member media agency account executives' team.
- Increased sales over 120% from previous years and doubled sales per representative in the agency division.

FOR REFERENCES AND ADDITIONAL INFORMATION PLEASE VISIT MY [LINKEDIN PROFILE](#) AND SAY HI ☺