

# JESSICA GARCIA

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## EXECUTIVE SUMMARY

Senior marketing leader with 18+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

## CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Digital Marketing	SEO	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

## PROFESSIONAL EXPERIENCE

### Growth Marketing Manager

**Airbnb** | 2006 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 521+ employees
- Delivered \$2M+ in annual revenue growth through strategic digital marketing implementations
- Built and led global teams of 37 professionals across 6 countries
- Reduced operational costs by 22% while improving service quality and customer satisfaction

## EDUCATION & CERTIFICATIONS

**MBA** | King's College London | 2004

**Bachelor of Science in Marketing** | King's College London | 2002

### Professional Certifications:

- HubSpot Content Marketing
- Salesforce Marketing Cloud
- Google Ads Certified