

Daniel Vega

Innovative, Results-Driven Marketing Expert Maximizing Brand Awareness, Customer Engagement & New Business Revenue

New York, NY

I help high-growth companies exceed lofty revenue targets through the conceptualization and implementation of marketing strategies that greatly exceed ROI forecasts. The success that I've achieved throughout my career can largely be attributed to my expertise in the following areas:

- Digital & Engagement Marketing
- Strategic Planning & Forecasting
- New Business Generation
- Brand Awareness & Recognition
- ROI & Conversion Optimization
- Program / Campaign Management
- Customer Acquisition & Retention
- Vendor / Partner Management
- Social Media Optimization
- SEO, SEM, & Web Analytics
- Content Creation & Curation
- Marketing Collateral Development
- Team Building & Leadership

Authorized to work in the US for any employer

Work Experience

Marketing Manager

T-Mobile - Hawthorne, NY

November 2017 to Present

In my current role, I am tasked with designing and executing digital, event, and sponsorship campaigns to drive customer acquisition, engagement, and retention across the New York market with direct oversight of a five-member, cross-functional team.

Through aggressive pursuit of my revenue targets, I achieved an average of 170% of my annual revenue goals. What were perhaps my most impactful contributions involved launching mobile and content campaigns that boosted store traffic by 12% and sales by 7%, securing a multiyear partnership with Prudential Center that led to the acquisition of 25k new subscribers in the New Jersey market in two years, and executing 200 T-Mobile store conversions and MetroPCS grand opening campaigns, increasing market productivity by 12% YoY and distribution by 20%.

My scope of responsibilities also includes managing key sponsors ranging from \$20k to \$1.5M in annual revenue including UFC, Monster Jam, Harlem Globetrotters, and Circo Hermanos Vazquez, and serving as the subject matter expert for all segmentation/demographic data in the northeast region and created quarterly presentations that secured a \$15M annual marketing budget.

Marketing Specialist

MetroPCS - Hawthorne, NY

July 2013 to November 2017

In my previous position, I supported strategic planning efforts for local and regional marketing teams, as well as the implementation of digital and direct mail marketing campaigns in the New York. I was also selected to serve as the brand owner of MetroPCS exterior store signage and approved 1k+ requests.

My claims to fame include compiling a sponsorship portfolio that includes Monster Jam, Harlem Globetrotters, and Prudential Center and increased brand awareness and consideration YoY based third-party market analyses and developing online surveys to measure customer satisfaction and identify opportunities for improvement, such as new grassroots/experiential tactics and sponsorship activations.

I am also credited with activating the MetroPCS partnership for the UFC's first event the NY Market (2016) and garnered 25M impressions via a 360 campaign with ESPN Radio and Hot 97, a mobile campaign, a 500-store contest, 10 fighter appearances, and 20 store events with 5k+ attendees.

Education

High school

Skills

Marketing Strategy, SEO, Digital Marketing, Event Planning, Social Media Marketing, MS Office, Salesforce

Links

<http://www.linkedin.com/in/drv1>