

SILVIA HIDALGO-CHAVES

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SUMMARY

Consumer marketing executive with 20+ years of experience leading brand strategy, integrated campaigns, and growth initiatives for global tech and financial services companies. Proven success building consumer preference, driving adoption, and scaling engagement across digital, paid media, OOH, lifecycle, and partnerships. Adept at defining positioning, audience segmentation, and go-to-market strategies that align with product innovation. Experienced leader of cross-functional teams with deep expertise in budget ownership, ROI optimization, and managing high-profile launches in fast-paced, evolving environments.

KEY SKILLS & EXPERTISE

Consumer Brand & Growth Marketing • Integrated Campaign Strategy (Digital, OOH, Paid, Partnerships) • Audience Segmentation & Positioning • Lifecycle & Engagement Marketing • Budget Ownership & ROI Reporting • Cross-Functional Team Leadership • Creative Strategy & Messaging Frameworks • Product Launches & Go-to-Market Execution • Partner & Agency Management

EXPERIENCE

Vice President, Marketing Strategy & Execution | Synchrony Financial | 12/2022 – Present

- Lead **multi-channel consumer marketing strategy** for a co-branded credit card portfolio, driving **15% YoY program growth** across digital, lifecycle, retail, and sponsorship channels.
- **Own annual marketing budget** optimizing spend allocation to meet acquisition, engagement, and retention KPIs while reporting ROI to executive leadership.
- **Drive full-funnel campaigns** including digital media, content, and targeted offers, delivering a **10% lift in cardholder engagement** through A/B and lifecycle tests.
- Conduct **audience segmentation and market analysis** to shape campaign messaging frameworks and optimize creative for consumer engagement.
- Lead a **cross-functional marketing team and agency partners**, guiding creative execution, media strategy, and measurement dashboards.

Head of Marketing & Communications | AG Parts Education | 07/2019 – 12/2022

- Developed and executed a **brand growth strategy** including rebranding, website relaunch, and integrated consumer campaigns across digital, email, and events.
- Increased customer acquisition and engagement by **15% in website traffic** and **10% in sales** through persona-driven content and lifecycle campaigns.

- Launched of new brand positioning, messaging framework, and creative strategy **increased brand awareness by 9%** for target audiences.
- Built annual budgets, optimized media spend, and implemented measurement tools to report campaign ROI **resulting in a savings of \$500K.**
- Managed and mentored a team of 10 marketing professionals while directing creative and agency partnerships.

Corporate Marketing Director | Verizon Communications | 06/2005 – 06/2019

- Directed **high-profile consumer campaigns** for flagship products and partnerships (Apple, Disney+, NFL, World Cup) and more), spanning OOH, digital, social, retail, sponsorships, and broadcast media.
- Launched **20+ major consumer products and services**, driving significant awareness and preference, and contributing to a **20% increase in customer acquisition.**
- Translated consumer insights into creative platforms and messaging strategies to maximize campaign effectiveness and engagement **resulting in 10% new customers.**
- Built and managed a **\$100M marketing budget**, ensuring performance tracking, optimization, and ROI accountability.
- Partnered with creative, product, and key stakeholder teams to roll product launches into integrated campaigns that **strengthened brand affinity by 12%.**
- Led a team of 30 marketers and agencies, fostering innovation and collaboration in a highly matrixed environment.

Regional Marketing Manager | Comcast Communications | Nov 2003 - June 2005

- Owned end-to-end regional marketing for a top 5 Comcast market—integrated campaigns, budget stewardship, field sales enablement, and retention—driving sustained subscriber growth across general market and multicultural audiences.

EDUCATION

Bachelors of Arts, Public Communications | American University | Washington, DC

TECHNOLOGIES

Workfront, Salesforce, JIRA, Tableau, HubSpot, Google and Adobe Analytics