SILVIA HIDALGO-CHAVES

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SUMMARY

Visionary corporate marketing leader with 15+ years building brand equity and business growth across technology, financial services, and telecom. Proven track record shaping corporate narrative, leading multi-disciplinary teams (creative/design, PR/comms, social, content, copy), and delivering integrated campaigns that lift awareness, engagement, and drive revenue. Data-driven strategist and storyteller who partners tightly with Product Marketing, Growth/Demand Gen, Sales, and the Csuite. Expert in budget ownership, KPI frameworks, and ROI accountability in fast-paced, matrixed environment.

Leadership Strengths

Corporate Brand Strategy & Narrative Development • PR/Comms Reputation Management & Exec Messaging • Creative/Design Leadership & On-Brand Systems • Content Strategy & Editorial Operations • Social Media & Community Growth • Cross-Functional Influence (Product, Growth, Sales, Exec) • Budget Ownership, KPI Design & Performance Reporting • Team Building, Coaching & Org Design (10–30+)

EXPERIENCE

Synchrony Financial, New York, NY Vice President, Co-brand Marketing | 12/2022-Present

Lead portfolio marketing initiatives for consumer financial products; steward brand consistency and integrated go-to-market across paid, digital, social, lifecycle, events, and partnerships.

- Set the marketing strategy and integrated campaign roadmap aligned to business goals; delivered **15% YoY program growth** while strengthening brand preference.
- Own annual marketing budget; implement KPI frameworks, dashboards, and monthly ROI readouts for executive leadership.
- Direct a multi-disciplinary team (external agencies, copy, content, and social partners) and optimize intake/briefing, QA, and brand governance.
- Launch **test-and-learn programs** (A/B, multivariate, audience/creative) **driving a 10% sales lift** and improved engagement.
- **Evolve visual identity** and messaging frameworks; ensure consistency across site, sales materials, social, and lifecycle comms.

AG Parts Education, Remote

Head of Marketing Communications | 07/2019-12/2022

Built the company's corporate brand platform and demand engine; owned content and social strategy, creative standards, and measurement.

- •Led **rebrand** (logo, site, tone of voice, design system) and content architecture; improved perception and consistency across all channels.
- •Stood up integrated campaigns targeting small and medium sized businesses (digital, email, events, ABM) delivering **+15% web traffic** and **+10% revenue**; implemented analytics stack and reporting cadence.
- •Ran **editorial operations** and copy standards; created persona-based messaging guides for sales enablement.
- •Managed and mentored a **10-person team**; restructured agency/partner model, SLAs, and intake to improve velocity and quality.
- •Built the **social media playbook** and posting calendar; established community engagement metrics and brand safety guardrails.

Verizon Communications. Basking Ridge NJ Corporate Marketing Director | June 2005-June 2019

Owned corporate brand programs and large-scale product launches; partnered with Corporate Communications on media narratives and executive platforms.

- Led 20+ national launches across TV/OTT, OOH, digital, social, retail, and sponsorships—contributing to a 20% increase in customer acquisition.
- Guided **creative and design excellence**: briefed and evaluated creative, scaled design systems, and enforced on-brand governance across business units.
- Co-led **content strategy** (brand storytelling, thought leadership, and campaign copy) aligned to customer insights and brand pillars.
- Partnered with **PR/Comms** on press narratives, executive talking points, and reputation management during high-visibility moments.
- Built and managed a **30-person** team plus multiple agencies; redesigned workflows, resourcing, and QA to improve throughput and on-time delivery.
- Owned multimillion-dollar marketing budgets; instituted performance reviews tying investment to awareness, consideration, and conversion metrics.
- Drove re-brand initiatives that expanded market share with younger audiences (+15% growth).

EDUCATION

Bachelors of Arts, Communications — American University, Washington, DC

SKILLS

Workfront, JIRA, Meltwater, Cision, HubSpot, Tableau, Google and Adobe Analytics