

LUCIA RODRIGUEZ

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VP/SENIOR DIRECTOR – MARKETING & COMMUNICATIONS

Award-winning marketing strategist with a proven record of driving brand awareness and market share growth through the development and execution of integrated marketing communications and sales strategies (inbound outbound, retail, digital, chat) for industry leaders Comcast, Starz Encore, MediaOne/AT&T, and Claxson/Cisneros TV.

Subject matter expert in multicultural, segment marketing, and cross-cultural communications, with a global and international perspective from working with the US general and Hispanic markets, Latin America and Europe. Multilingual: Fluent in English, Spanish, and Portuguese.

Agile leader well versed in mentoring and empowering diverse, high-performing marketing/sales teams; known for innovative approaches, ability to complete complex strategic initiatives, and Diversity & Inclusion advocacy.

Core Strengths / Competencies

Marketing Strategy | Branding & Creative Development | Digital Marketing & Social Media | Integrated Marketing Communications Strategy | Bilingual Advertising Campaigns & Media Planning | Event Marketing & Promotions | Market Segmentation & Research | Customer Acquisition & Retention | Pricing/Product & Competitive Marketing | PR/Publicity & Media Relations | Affiliate Sales & Partnership Marketing | Sales Effectiveness & Training Sales Channel Optimization | E-Commerce & Online Services | Internal Communications & Employee Engagement | Consultative Selling | Community Relations | Budget & Team Management | Non-Profit Leadership | Diversity & Inclusion (DE&I)

Professional Experience

SSG Consulting – Miami / Fort Lauderdale, FL April 2021 - present
Multicultural and Diverse marketing strategy and research consultancy firm. Co-founder of ANA's AIMM (Alliance for Inclusive and Multicultural Marketing) and co-creator of CIIM, Cultural Insights Impact Measure.

VP of Cultural Insights and Marketing Strategy

Responsible for leading the company's growth initiatives and the development and implementation of business strategy and marketing plans. Reporting to the President/CEO, clients include St. Jude/ALSAC, Feeding America, USAA, Eli Lilly, Sparkling Ice, Sierra Club, and others.

- Guide clients' growth strategies by developing fact-based business models, leveraging advanced consumer research, competitive intelligence, marketing and sales analytics, size-of-the-prize scenario planning, innovative market segmentations, and actionable consumer segment insights.
- Lead the account teams and clients in understanding customer behavior, defining analytics strategy, managing insights projects, developing reports and case studies, and providing points of view (POVs).
- Serve as a subject matter expert initiating, leading, and promoting innovative research and strategic projects to reinforce clients' industry leadership and drive innovative solutions for business growth.

COMCAST NBC Universal – Miramar, FL / Atlanta, GA / Philadelphia, PA June 2006 – March 2020
A global media, entertainment, and technology company and one of the nation's largest telecommunications providers to residential customers under the Xfinity brand.

Divisional Director, Marketing and Sales Communications Aug 2016 – Mar 2020

Developed marketing communications strategies and training programs to increase sales effectiveness, with a focus on improving the multicultural customer experience. Reported directly to the VP of Marketing Strategy.

Results & Innovation

- Launched new Xfinity Latino packages (2017), International packages (2018), and Modular Pricing (2019).
- Supported awareness and growth of Prepaid Internet and Prepaid TV, increasing sales by 10%.
- Sustained improvements YOY in key sales metrics: RGU close rate increased by 28% and Video sell-in rate by 20%. TSR (Transactional sales rate) improved by 40% - 60% YOY.
- Latino and International packages subscriptions increased by 10% and 5%, respectively. New modular pricing increased Internet connects increased by 15% and generated higher package dispersion and revenue.
- Developed the first Multicultural Learning station as part of Xfinity's Future of Awesome national tour and created the first Bilingual/Bicultural training programs and Multicultural Marketing & Sales Intranet modules.

Senior Director of Marketing Strategy, Multicultural – HQ/Central Division Jul 2011 – Aug 2016

Increased market share by driving retention and acquisition performance, pioneering Multicultural marketing strategies, and developing capabilities for tapping into the potential of Multicultural market segments. Promoted in 2013 to lead the development of national Retention and Acquisition strategies at HQ. Reported to SVP of Consumer Marketing, working closely with six Division Vice Presidents and Directors.

Results & Innovation

- Developed the first Hispanic Playbook and Multilatinos Offer Strategy, increasing call volume by 40% to 50%. Conversion rate increased by 33%, growing sales and improving package dispersion and revenue per call.
- Devised Hispanic Telemarketing capability, generating a 10% increase in Video connects and a 20%-30% increase in Internet upgrades. Multilatinos TP/DP take rates increased from 10% to 15% and 25% to 40%, respectively.
- Transformed multicultural fluency at English Inbound Call Centers, increasing new connect rate by 10%; revenue-generating units (RGU) and close rate by more than 25% in less than six months.
- Improved Hispanic customer retention, reducing churn by 10%, with improvements in all Divisions in less than a year; increased Hispanic market penetration by 10% - 20%, driving video and Internet penetration YOY.
- Spearheaded a paradigm shift with a new methodology for tracking and reporting Hispanic performance.
- Devised Hispanic segmentation and propensity models that supported a Bilingual/Bicultural transformation.
- Increased Hispanic digital connects by 25% through Digital marketing tactics, messaging/offer/merchandising, and search (SEO/SEM) optimization, improved Bilingual/Bicultural shopping experience, and Test & Target plans.
- Drove direct marketing optimization by aligning targets with new segmentation, increasing direct mail response rates by 20%-25% among the Bilingual/Bicultural segment: conversion rates and revenue grew by 12%-15%.

Director, Marcom & Multicultural Marketing – Southern Division / Florida Region Jun 2006 – Jul 2011

Developed the Hispanic marketing function in the Southern Division. Promoted in 2010 to oversee the development and execution of multicultural marketing, product marketing, and Marcom strategies and programs for the Florida Region. Promoted in 2011 to lead the expansion of the Multicultural Marketing function at Central Division, working closely with the HQ and Regional marketing and sales teams. Reported to the VP of Marketing Strategy.

Results & Innovation

- Delivered 3% increase in market penetration, drove 15% increase in Latino Tier and 10% in Triple Play subs.
- Worked with HQ and regional team to configure and launch the first Multilatinos packages.
- Launched CDV (Home Telephone) and Mexico and Latin America "Carefree Minutes" calling plans.
- Developed bilingual integrated marketing campaigns that increased sales and became a best practice for Comcast, bringing Florida to be one of the country's highest penetrated Hispanic markets.

Early Career Experience

CLAXSON / Cisneros TV (PTV LatAm & Iberia), Director of Marketing and Communications – Miami Beach, FL

STARZ ENCORE, District Manager, Affiliate Marketing and Sales - Atlanta, GA

MEDIAONE (AT&T Broadband), Manager, Marketing and Communications - Miami, FL

Education

Boston University, Boston, MA - **Master of Science in Broadcast Administration**

Andres B. Catholic University, Caracas, Venezuela - **Bachelor of Science in Mass Communication - Advertising & PR**

University of Virginia – Darden Business School, Charlottesville, VA - **Executive Leadership Development Program**

Digital Marketing Institute & AMA, Ireland, UK / Chicago, IL - **Digital Marketing Certificate**

Cornell University, Ithaca, NY – **Diversity and Inclusion Certificate** - In progress

Volunteer Work / Associations

HISPANIC UNITY OF FLORIDA, Hollywood, FL

August 2016 – present

One of South Florida's largest not-for-profit serving the new immigrant community's needs: 15,000 clients through 12 programs/30 services, in four languages. Recognized by UnidosUS as "Affiliate of the Year" in 2015 and 2016.

Chair-Elect, Chair, Past-Chair / Board of Directors Jan 2017 - present

Leading the Board through the COVID-19 health and economic crisis to ensure the strategic reimagining of its programs.

Chair, Marketing Committee Jul 2016 – Dec 2019

NAMIC, New York, NY

August 2006 – present

The National Association for Multi-Ethnicity in Communications is the premier organization that educates, advocates, and empowers multi-ethnic diversity in the communications industry.

Member of Multicultural Marketing Committee Jan 2008 – Dec 2019

President, Florida Chapter 01/2009 – 12/2011

Mentor, NAMIC - L. Patrick Mellon Mentorship Program Jan 2017 – Dec 2018

ANA – Association of National Advertisers, New York, NY

January 17 – present

A professional association actively involved in shaping the future of marketing through industry initiatives designed to advance thought leadership, industry management, diversity, and social responsibility.

Member of Multicultural Marketing and Diversity Committee Jan 2017-present

COMCAST UNIDOS ERG, Philadelphia, PA & Atlanta, GA

July 2015- December 2019

National Liaison/Lead

Supported the launch of ERGs at Comcast and spearheaded the opening of various chapters nationwide.

Developed a pilot program, "**Hablemos UNIDOS**," to facilitate the learning of the Spanish language in 2019

Created and Moderated panels on Multicultural Marketing and Diversity and Inclusion in 2018 and 2019

WICT – Women in Cable Telecommunications, Washington, DC

January 2009 - December 2019

An organization committed to gender diversity, equity, and inclusion in all aspects of life.

Mentor - WICT Florida - 2018-2019

CTAM - Cable TV Association of Marketing; AMA - American Marketing Association; NATPE - National Association of Television Program Executives

Awards

EMMA, Effie, Communicator, Cable Faxies and ANA Awards 2014 - 2018

Comcast's "Circle of Success" – Team Award 2015 - 2019

Launch of new "Simple and Easy" Pricing Structure and Finalist for "Extraordinary Hispanic marketing and sales performance."

EMMA and Davey Awards

"Best Integrated Campaign" and "Best Direct Marketing campaign and tactics" 2010