

# VICTORIA LLADOC

## SENIOR MARKETING EXECUTIVE

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| vlladoc.com

| Long Beach, CA

20+ years of combining market intuition, business sense, and creative design to drive value and revenue growth within competitive markets. Entrusted key stakeholder and decision maker of several multi-million-dollar projects with diverse outcome goals. Professional background of skilled leadership and in-depth knowledge of direct marketing, public relations, industry event platforms, product development, and Ecommerce strategies. Fully engaged leader with proven ability to work cross-functionally and promote collaborative commitment to project success across all professional levels.

### S K I L L S

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Creative Direction & Design

New Product Presentations

Online Development

Budget Planning & Execution

Public Relations

Interdisciplinary Collaboration

Agency Management

Event Management

Social and Influencer Strategy

Mentorship

Go-To-Market Strategy

Ecommerce Management

Market Analysis & Positioning

Corporate Spokesperson

Brand Building

### W O R K E X P E R I E N C E

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HEAD OF MARKETING

2010 - Present

**Human Touch**, *Long Beach, CA*

- Generated \$25M in annual revenue through the successful launch and positioning of a new flagship massage chair with a retail of \$10K. Through steady messaging and innovative PR and advertising, it continues to be the highest producing product for the company in both volume and revenue.
- Tasked with leading technology-forward projects such as the development of an Alexa Skill, iOS and Android consumer applications, and a Human Touch branded voice assistant. All projects were key to contributing to a unique product offering to maintain standing in the upper echelon of the industry standard.
- Direct every aspect of Marketing across all sales channels including B2B, direct to consumer retail, online, events, and tradeshows through the management of a \$2M plus budget.
- As a senior member of the Executive Team reporting directly to the CEO, consistently called upon to shape policy, processes, and determine company-wide annual goals and strategic initiatives.

DIRECTOR OF MARKETING

2006 - 2008

**iConect Development**, *Manhattan Beach, CA*

- Oversaw and managed a corporate team in B2B marketing, promotion, and the sale of innovative legal review software. Led the strategy and direction of all public facing marketing initiatives including advertising, press releases, product collateral, website, direct mail, and email blasts.

## WORK EXPERIENCE CONTINUED

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- Enhanced online visibility, competitive position, traffic volume, and lead generation by directing a team in the full redesign of a company website for functionality and content value.
- Directed all elements of the company's annual users' conference from site selection, registration, and program creation to event logistics. The event served as a platform to connect with the existing customer base, expand market networks, generate consumer insights, and setup new product launches.
- Translated extensive market data analysis into strategic marketing plans, targeted sales channel strategies, and new revenue opportunities.

### MARKETING PROGRAM MANAGER

2004 - 2006

**E\*TRADE Financial, Irvine, CA**

- Led all marketing initiatives and campaign strategies for in-house community outreach group focused on promoting competitive lending solutions for lower income families. New marketing direction and efforts were launched in support of the Community Redevelopment Act.
- Drove new campaign visibility and turnaround value through successful design and management of direct mail/email programs, joint ventures with national organizations, trade shows, and large-scale outreach marketing events.
- Key business owner and decision maker in full update of Affiliate program with upgraded tools, enhanced technology, and improved functionality.

### CORPORATE MARKETING MANAGER

2001 - 2003

**Festival Commercial Real Estate Services, Los Angeles, CA**

- Crucial component of the proposal creation team responsible for the award of several multi-million-dollar commercial real estate projects.
- Created marketing materials and leasing packages used in the signing of key big box and boutique tenants.
- Leader of field consultant team responsible for setup and management of corporate booth at several tradeshow including the International Council of Shopping Centers Trade Show.

### COPYWRITER AND DESIGNER

1998 - 2001

**Hobbs Herder Advertising, Newport Beach, CA**

- Excelled as project manager accomplished in driving sales and productivity of multiple client campaigns.
- Created cohesive marketing materials for individual clients based on their goals and unique offerings.
- Fostered the collaborative creative process and productive working relationships with clients, colleagues, managers, and creative directors.

## BUSINESS TOOLS

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Adobe Creative Suite	Basecamp	Magento	NetSuite
Asana	Google Analytics	MailChimp	Yotpo
Atlassian Collaboration	Mac iOS / Windows OS	Microsoft Office Suite	Zendesk

## EDUCATION

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BACHELOR OF ARTS | California State University, Fullerton

1998

Communications with an emphasis on Journalism, and a minor in Political Science