

MARIELA L. AZCUY

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MARKETING COMMUNICATIONS LEADER

Marketing leader helping organizations perfect and communicate value propositions. Deep expertise in Communications Strategy, Executive and Internal Communications, and Sales and Content Marketing. Experienced across audiences – press, clients, employees, executives, industry. Trusted advisor to internal and external clients. Copywriter for C-suite executives. Leads with curiosity to deliver precise, thoughtful work. Bilingual: English/Spanish.

CORE COMPETENCIES

Communications Strategy | Sales Marketing & Enablement | Content Marketing | Executive & Internal Communications | Public Relations | Copywriting | Thought Leadership | Agenda Planning/Training | Partnership Development | Agency Sourcing/Management | Leadership/Mentoring

MARKETING COMMUNICATIONS CONSULTANT, Brooklyn, NY

2/2019 – Present

Clients include Univision, Takeda, Hearst, AMC Networks and Cynopsis

Collaborate with brands to build and execute internal and external communications strategies. Work includes executive script writing and thought leadership, employee communications, newsletter and website consultation and execution, speaking opportunity strategy, and video creative direction.

UNIVISION, New York, NY

#1 media company for Hispanic America

VP of B2B Marketing

9/2010 – 1/2019

Promoted from Senior Director and Director. Drove revenue by signaling Univision's value as a key partner in growth and an expert on the Hispanic consumer.

- Developed communications strategy and materials for sales team. Launched and maintained "Sales Toolkit," which offered presentations, talking points, videos, infographics and more.
- Served as brand steward through all communications and training.
- Built thought leadership strategy, including executive communications, content marketing, events and conferences, webinars, newsletters, social media, press outreach, and industry-specific approaches.
- Developed client events that brought unique value proposition to life. This includes launching award-winning "Leading the Change" conference now 10 years running.
- Worked on multiplatform advertising campaigns, including overseeing creative and media buying agencies to build strategy, test and learn, assess KPIs and get results.
- Helped launch Univision's award-winning corporate website, Univision.net, and served on its executive council. Launched an assets website for distributors.
- Collaborated with leadership on internal events and trainings that advanced goals and built community.
- Key liaison with Strategy and Insights and Corporate Communications on creation, distillation and promotion of proprietary research studies.
- Ghost wrote 50+ content pieces that promoted corporate key messages through an editorial lens.
- Collaboratively created first-ever Univision Corporate Social Responsibility Report "Access for All."
- Worked directly with CRO and UCLA on a research-driven handbook of essential practices to help the entertainment industry become more diverse.
- Contributed to a healthy, productive corporate culture and an "always-learning" environment, including building and leading teams, mentoring employees, and serving as co-chair of Univision's NY Women's Leadership Council.

MEREDITH CORPORATION, New York, NY**Leading media company reaching 180 million American consumers each month****Senior Associate Director of PR****3/2005 – 9/2010**

Promoted from Associate Director and Publicist. Oversaw consumer and trade PR efforts for Ladies' Home Journal, More, Siempre Mujer, Country Home, Traditional Home and Midwest Living magazines.

- Negotiated broadcast partnerships with Good Morning America, HLN, Turner Classic Movies and Telemundo and secured 92nd St Y panel tied to the More story "This is What New Feminists Look Like."
- Helped develop and execute editorial and advertising events including More's Reinvention Convention, Ladies' Home Journal's Power Lunches, Siempre Mujer's Siempre Inspiran Awards, Country Home's Be Creative NY Festival and Traditional Home's Classic Woman Awards.
- Wrote executive scripts, bylines, and articles.
- Hired and managed PR agencies for initiatives like the More/Wilhelmina 40+ Model Search, More Marathon + Half Marathon, and the launch of Siempre Mujer (nominated for a PR Platinum Award).

ADDITIONAL EXPERIENCE**FOUR CORNERS COMMUNICATIONS, New York, NY****Boutique PR agency focused on magazine clients****Manager**

Promoted from Account Executive. Managed publicity for clients including Blender, Latina and Nielsen Business Media (The Hollywood Reporter, Adweek, Mediaweek, Brandweek, Editor and Publisher).

- Secured national and local print and broadcast coverage in outlets such as New York Times, Today Show, USA Today, EXTRA, NPR, Mediaweek, CNN, Advertising Age and Associated Press.
- Managed press strategy for major events including Blender's VMA After Party and Sundance Sessions.
- Helped land new business accounts, including Latina and Book Magazine.

EDELMAN PUBLIC RELATIONS, New York, NY**Global communications firm****Account Executive, Corporate Reputation**

Promoted from Assistant. Helped coordinate global efforts for clients including UPS and Samsung.

- Pitched top-tier and trade media. Coverage included Business Week, USA Today, Entertainment Weekly and Wall Street Journal.
- Drafted speeches, managed global meetings and developed reporting systems for clients.

EDUCATION / PROFESSIONAL DEVELOPMENT**Bachelor of Arts (BA), Mass Communication, Concentration Public Relations, Minor-English Literature**

Louisiana State University, Baton Rouge, Louisiana

Custom Executive Education Program, Smith College, 2015-2016

Multiple General Assembly, MarketingProfs and LinkedIn Learning classes including Digital Marketing, Google Analytics, SEO, Crisis Communications, Leading like a Futurist, Demand Generation and more.