

Morella Núñez de Cáceres

North Bay Village, FL 33141

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Objective

As an accomplished marketing agency owner, my objective is to provide strategic consultancy services, enabling my clients to thrive in a highly competitive market. With a deep understanding of the industry's nuances and a proven track record of delivering exceptional results, I am committed to helping clients strengthen their brand presence, optimize their marketing efforts, and drive revenue growth. Through a comprehensive approach encompassing market research, brand development, and targeted campaigns, I aim to position my clients as industry leaders while fostering long-lasting customer relationships. By leveraging my expertise in digital marketing, creative storytelling, and data-driven insights, I strive to empower our clients with the tools they need to achieve sustainable success in today's ever-evolving business landscape.

Experience

CEO and President – Telemedia Mercadeo, LLC

01/2017 – present

Telemedia Mercadeo is a leading provider of staff augmentation and data science services. We specialize in seamlessly integrating top-tier talent into your teams and leveraging data to unlock valuable insights. With our services, you can fill skill gaps, accelerate project timelines, and gain a competitive edge through data-driven decision-making. Experience the difference of working with us as your trusted partner, committed to excellence and delivering remarkable results in today's competitive landscape always focusing in results with an efficient and cost-effective vision.

As the CEO of a visionary staff augmentation and data science company, my role is multifaceted, encompassing strategic leadership, operational excellence, and fostering a culture of innovation. I bear the responsibility of driving the company's growth, ensuring client satisfaction, and leading a team of talented professionals towards achieving remarkable results.

1. **Strategic Leadership:** I set the company's vision, mission, and long-term strategic goals. By analyzing market trends, identifying growth opportunities, and staying ahead of industry shifts, I provide clear direction for the organization. My strategic acumen guides the company's expansion, diversification, and competitive positioning within the staff augmentation and data science landscape.

2. **Client Engagement and Satisfaction:** Building and maintaining strong relationships with clients is paramount. I engage with key stakeholders, understand their business objectives, and align the company's services to meet their needs. By ensuring exceptional client experiences and exceeding expectations, I drive customer satisfaction, retention, and organic growth.

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3. Operational Excellence: I oversee the operational aspects of the company, streamlining processes, optimizing resource allocation, and implementing best practices. Through effective project management, I ensure seamless execution of staff augmentation engagements and data science projects, fostering efficiency and delivering superior quality outcomes.

4. Talent Acquisition and Development: Attracting and retaining top-tier talent is crucial to the success of the company. I spearhead talent acquisition strategies, ensuring the recruitment of exceptional professionals who possess the necessary expertise in staff augmentation and data science. By nurturing a culture of continuous learning and professional development, I empower our team to deliver cutting-edge solutions and stay at the forefront of industry advancements.

5. Business Development and Partnerships: As the CEO, I drive business development initiatives, forging strategic partnerships and expanding the company's client base. By leveraging my industry networks, attending conferences, and staying connected with key decision-makers, I identify collaboration opportunities and establish the company as a trusted thought leader and partner in the industry.

6. Financial Management: I oversee financial planning, budgeting, and resource allocation to ensure sustainable growth and profitability. By monitoring key financial metrics, managing costs, and making informed investment decisions, I steer the company towards achieving financial objectives and maximizing shareholder value.

7. Innovation and Technological Advancement: Embracing innovation and leveraging emerging technologies is essential in a rapidly evolving industry. As the CEO, I foster a culture of creativity, experimentation, and continuous improvement. By staying abreast of industry trends, exploring new data science methodologies, and embracing cutting-edge technologies, I position the company as a pioneer in staff augmentation and data science solutions.

As the CEO of a staff augmentation and data science company, I embody leadership, vision, and a relentless commitment to excellence. My ability to strategize, inspire teams, cultivate client relationships, and drive innovation will propel the company towards unprecedented success in a competitive landscape.

Telemedia Mercadeo main clients: Georgia Tech, MSC Cruises, Stanley Black & Decker.

Director of Strategy & Partner – Virtually Present, LLC

03/2015 – present

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Boutique Digital Marketing Agency. The role revolves from the marketing strategy, creative direction, and operations of the agency.

1. Strategic Vision: Develop and execute the agency's strategic vision by aligning it with client objectives and market dynamics. Conduct comprehensive research, analyze data, and extract valuable insights to inform strategic decision-making.

2. Client Collaboration: Work closely with clients to understand their unique business goals, challenges, and target audience. Collaborate with cross-functional teams to design tailored digital marketing strategies that not only address client needs but also drive measurable results.

3. Market Insights: Conduct in-depth market analysis, competitor research, and trend forecasting to identify growth opportunities and stay ahead of industry shifts. Leverage data-driven insights to refine strategies and optimize campaigns for maximum impact.

4. Team Leadership: Lead and inspire a team of strategists, providing guidance, mentorship, and fostering a collaborative work environment. Set clear objectives, delegate responsibilities, and equip the team with the necessary resources and skills to deliver outstanding results.

5. Campaign Development: Oversee the end-to-end development and execution of digital marketing campaigns across various channels, including SEO, PPC, social media, content marketing, and email marketing. Ensure campaigns are aligned with strategic goals, objectives, and client expectations.

6. Performance Analysis: Monitor campaign performance metrics, analyze data, and derive actionable recommendations for optimization and continuous improvement. Implement robust tracking and reporting systems to measure the effectiveness of strategies and campaigns accurately.

7. Stakeholder Engagement: Collaborate seamlessly with internal teams, such as creative, design, and development, to ensure the flawless execution of strategies and campaigns. Build strong relationships with clients, actively participate in client meetings, and provide strategic guidance and insights.

8. Industry Leadership: Stay abreast of the latest digital marketing trends, emerging technologies, and industry best practices. Share expertise and insights through thought leadership initiatives like blog writing, speaking engagements, and participation in industry events.

As a Director of Strategy, my role is pivotal in shaping the agency's direction, driving client success, and delivering impactful digital marketing strategies that align with business objectives and fuel growth.

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VP Clients: Matel, PublicisOne, Coty, King Ocean, PGM, St. Jude Group, Atlantico Capital, RC Law, among others.

CEO and President – Tan Tan

03/2014 – present

Tan Tan offers creative and production solutions to small to large clients, globally.

- Creative and production services.
- Design and selection of the right assets and teams for each client.
- Train production and marketing team within corporate to understand the new trends in the field.
- Talent management and music licensing contracts consulting.

Tan Tan Projects: The 2014 World Cup Soccer Campaign for Tylenol and Zyrtec, talent management of La Mala Suerte for AllState, and production consulting for Ripley's retail stores Jean's Summer 2014 campaign in South America.

Content Production Department Director – Zumba Fitness 10/2010- 03/2014

Extremely fast pace environment, in constant change, and low budget development culture:

- Responsible for the strategy, planning and execution of content for 2011 – 2014.
- Oversaw the growth of content production from ~60 local to more than 400 global videos per year.
- Led project to expand the server, and storage platform to accommodate the media files. From a regular hard drive system of storage and archive, to a full dedicated server with AMS for categorization, tagging, and metadata logs, and a LTO Back up to tape, to design a more efficient workflow and protection of the media assets.
- Supervision of video conceptualization, production, and postproduction workflows leading in-house teams, and outsourced allies depending on project, such as Zumba Incredible Results DVD set, and Infomercial nominated for best Infomercial of the year 2014.

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- Liaison between the stakeholders: Operations, Legal, Marketing, IT, Brand Managers, PR, Social Media and/or Digital Marketing Directors, among others.

- In charge of building relationships with artists or partners such as Kellogg's, for the summer and winter inbox promotional DVDs 2013, Don Omar's Zumba campaign 2013, Party in Pink Fitness Concert in London, and PSA Campaign with Wyclef, and Jordin Sparks in 2012, the Degree – Zumba Fitness Concert Live streamed in 2011.

- Responsible for forecast and administration of the department's budget (\$4+ MM per year.)

- Content projects included educational, live streamed, digital/interactive, informational and promotional content.

- Developed assets such as: Music, PSA and B2B videos.

Executive Producer – Letca Films

05/2010 - 10/2010

- Post - production and release of the movie Sin Ella.

- Relationship with agencies and clients like Alma DDB, Bravo Communications, Lopez Negrete, McDonalds, Colgate, Samsung, etc, to bid and execute productions of commercials and content.

Business Development LATAM :: Head of Production Department WW – DLB Group

01/2009- 05/2010

- Startup, coordination and supervision of the operation and businesses between offices in the network (Spain, Miami, Mexico, Panama, Colombia, Venezuela, Ecuador, Peru and Chile).

- Supervision, and production of all the broadcast, BTL and online jobs for clients like Samsung, Farmatodo, Hasbro, BAT, HBO Latino, MasterCard LATAM.

Broadcasting Producer :: Business Manager – Saatchi & Saatchi / Conill 10/2004 – 12/2008

- TV and radio productions, photomatics, animations, Q & R, re-edits and

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adaptations.

- Production-Business affairs' management, production coordination, supervision of the production's teams based in Argentina, Mexico and Miami, for LATAM and USHM clients like P & G, Lexus, CVS, Metlife, McNeil, J & J Merk, and Sony Ericsson.

- Production-Business affairs' management, and production of broadcast projects for the same brands.

Education

- Summit - The Future of Video :: Videonomics, Orlando, FL. 04/2013

- NAB Show - Where Content Comes to Life :: NAB, Las Vegas, NV. 04/2010

- Seminar - Talent Roles, Fees, and Contracts I, and II :: Talent Partners, NYC, NYC. 06/2005, 06/2007

- Business Administration - Management & Marketing :: Finance & Banking :: Universidad Metropolitana, Caracas, Venezuela. 10/1995 – 07/1999