

# Sonia Acosta, MBA

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**Skilled Content Director & Master Storyteller | Dynamic Marketer | Magnetic Leader**

*My magic is made of prose and personality—of imagination and tenacity.*

I am a seasoned, uniquely skilled, and fully bilingual (Spanish) content director and marketer with more than a decade of robust experience in 360-degree marketing and brand management, content strategy and development, and brand voice. With an unparalleled passion for cohesive, compelling storytelling in support of powerful causes, great products, and a seamless user experience, I revel in using words to inspire action, create change, and produce impact—and I'm really good at doing just that.

Because whether we're developing high-level strategy in the sky, executing the nitty gritty tactics on the ground, producing omni-channel content to inspire action, or analyzing complex data to figure out our next move, as marketers, we're always telling a story. And the better we tell it, the more successful we are in leveraging our organization and our brand to unleash its full potential. I am an unparalleled writer and creative at heart with a firm grasp of the big picture at the forefront of everything I do. That's what makes me so effective.

And beyond my wide, distinctly honed range of skills and experience, I am a natural leader with a positive, collaborative spirit that consistently motivates others into meaningful action. Because when people like to work with you, there is no limit to what you can accomplish together.

## EXPERIENCE

### **DIRECTOR, BRAND CONTENT, MARKETING**

**September 2019-Present**, *New York, NY/Telecommute from Miami, FL + Travel*



#### **Bilingual Brand Content Strategy, Execution & Thought Leadership**

- Own consumer-facing brand voice and lead content strategy (in English and Spanish) on growing number of mission and bottom-line critical membership and cookie integrated marketing campaigns, and partner funded initiatives.
- Serve as strategy/execution/QA/consulting lead on all English and Spanish branded content initiatives across the organization to promote cohesion in brand storytelling and representation.
- Continue to produce increasingly complex, integrated content packages for national and local campaigns and partnerships.
- Work closely with digital teams including web, email, video, and social, in addition to designers to QA/approve all campaign content executions in English and Spanish, ensuring optimal quality and seamless user experiences across platforms and channels.
- Serve as content and editorial lead on Latinx member engagement/growth strategy, working closely with Customer Office to QA all Spanish-language campaign work, ensuring equitable content journeys for Latinx audiences across key membership and programming initiatives.
- Develop and continually maintain editorial standards for Spanish-language content across departments both nationally and for use by local councils, taking on translation internally when budget constrictions apply.
- Assign brand storytelling projects and other brand content tasks to junior team members as needed, serving as editor on said projects.
- Serve as verbal lead for brand re-positioning efforts stemming from Ogilvy brand identity research study.
- Play a key role in sizeable and timely campaign pivots needed to better serve all audiences and stakeholders and sustain the business/mission during COVID-19 pandemic, in both English and Spanish.

### **SR. MANAGER, BRAND CONTENT, MARKETING**

**April 2019-August 2019**, *New York, NY/Telecommute from Miami, FL + Travel*

#### **Brand Content Strategy, Execution & Optimization**

- Reviewed, approved, and provided detailed guidance on external agencies' and internal teams' copy across branded campaigns to ensure cohesion, equity, and optimal performance across brand narratives.

- Played active role in the pre-production planning and strategy design for complex content and campaign initiatives in close collaboration with brand, customer office, membership, and social media teams.
- Led growing Latinx Spanish-language content strategy execution and quality control, working closely with Customer Office strategy leads on projects across membership recruitment, The Girl Scout Cookie Program, family engagement, volunteer training, IT, Learning & Development, and more in order to build an equitable experience for our Spanish-first audiences.
- Produced increasingly complex branded content packages for national and local campaigns and partnerships across print, digital and video—continually exposing gaps in strategy to optimize user experience and lead acquisition processes through clear, engaging, high quality content.
- Owned brand voice, in both English and Spanish, across all consumer-facing communications, consistently augmenting branded messaging to align with the most up-to-date high-level positioning and organizational goal focus, and coaching others across the movement to do the same.

## **BRAND CONTENT MANAGER, MARKETING**

**May 2017-April 2019, New York, NY/Telecommute from Miami, FL + Travel**

### **Brand Content Strategy, Development & Management**

- Played integral role in the G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> rebranding effort, turning strategy into scalable messaging and training to ensure an accurate, ongoing brand perception shift both nationally and in 112 distinct markets (Girl Scout councils) across the U.S.
- Served as Creative Director, Copy on Girl Scout Cookie Packaging redesign project, and national, second-annual Cookie Pro<sup>™</sup> contest, working closely with agency and sponsorship partners.
- Co-owned consumer-facing brand voice across all communications, including verbal strategy, implementation, and training, working closely with directors and executives to achieve shared relevancy and revenue goals.
- Created GSUSA's first new recruitment campaign (Power of G.I.R.L.) since the 2013 recruitment season, and later led the creation of all national campaign copy and content packages for 112 councils.
- Developed significant amounts of branded content in support of major GSUSA revenue streams and campaigns, while continually reviewing, editing, and providing feedback on additional copy generated organization-wide to ensure alignment with key branded messages in support of ongoing member/volunteer recruitment and retention.
- Provided translation support and branded-copy quality control for early Spanish-language marketing efforts to support membership acquisition in underserved markets and better serve current membership in heavy Spanish-as-a-first-language areas.
- Advised social media, brand marketing, merchandising, and video production teams, often in real-time, on content strategy to support programming promotion, as well as mission-critical grants and partnerships.

## **BRAND WRITER, MARKETING**

**June 2014-April 2017, New York, NY/Telecommute from Miami, FL + Travel**

### **Brand Content Development**

- Served as the brand voice expert, providing concept and writing support/coaching to national and local marketing/communications staff in addition to training new hires, helping ensure a seamless, sustainable, and organization-wide transition to an updated brand platform launched in 2014.
- Protected and nurtured/grew brand equity by continually monitoring content across the organization and providing feedback to curtail off-brand material.
- Served as the Lead Writer on major organization-wide initiatives, such as recruitment, the Girl Scout Cookie Program, and Digital Cookie, in addition to providing extensive on-demand support to the social media, brand marketing, and merchandising teams, including producing content packages to support revenue goals.
- Activated Girl Scout marketing campaigns at local and national levels via high-quality branded content packages featuring digital and print assets to inspire internal and external audiences nationwide to join/renew, volunteer, reconnect as alumnae and/or donate.
- Developed successful, new consumer-facing marketing campaign for the Girl Scout Cookie Program (Powered by Cookies).

## **MARKETING MANAGER, MOBILE COMMUNICATIONS**

**September 2012-June 2014, Skokie, IL**



### **Marketing/Brand Strategy & Management**

- Worked closely with sales, product development, design, legal, customer support, and management on overall marketing strategy and execution for commercial transportation/mobile communications business with a heavy focus on content development, including print, digital, retail/point of purchase, product launch marketing, and user documentation/support materials.
- Increased brand awareness for critical revenue stream by optimizing content strategy, and implementing innovative customer touch points, including monthly email outreach to customers and prospects, which led to significant growth in overall engagement and highest company-wide open rates.
- Drove brand strategy and developed/executed messaging and positioning for product launches in collaboration with senior management.

### **Copywriting, Content Management, Creative Direction & Product Messaging**

- Conceptualized, wrote, and edited all marketing materials in support of overall lead generation, sales, and customer service goals.
- Served as content manager for commercial transportation/mobile communications business, ensuring brand alignment and legal compliance across all internal and external messaging.
- Cultivated and maintained relationships with national print and radio outlets, managing yearly advertising budget and calendar to maximize ad spend and brand exposure.

## **CORPORATE COMMUNICATIONS SPECIALIST**

**October 2011 – August 2012, Chicago, IL**



### **Content Creation and Management – Jobseeker & Internal**

- Collaborated with C-level executives across departments to develop and execute effective internal communication strategies.
- Wrote scripts, letters, emails, and other communications for company executives in finance, operations, HR, and sales.
- Wrote national press releases and job-seeking advice articles for major partners, including AOL, MSN, and CNN.
- Managed quarterly employee Q&A videos for executives, working closely with videographer to shoot, edit, and broadcast videos.

## **MARKETING ASSOCIATE/MBA INTERN**

**October 2010 – June 2011, Chicago, IL**



### **Content Production & Digital Marketing**

- Wrote and edited effective marketing, communications and sales materials, including emails, press releases, product announcements, company and product overview sheets, and webinar content.
- Repurposed existing content, and conceptualized, wrote and edited additional content, such as blog posts, bylines, and case studies, for lead generation programs.
- Contributed extensively to successful execution of a website launch through content development and editing, troubleshooting and maintenance.
- Managed SEM efforts through Google AdWords, producing a significant lift in website traffic and leads.

## **PROJECT MANAGER, MARKETING AND COMMUNICATIONS**

**January 2008- August 2010, Miami, FL**



### **Marketing Project Management, Strategy and Production**

Conceptualized, executed, and managed dozens of marketing and communications initiatives, such as yearly marketing plans and campaigns across departments, collaborating closely with senior management, including the CEO.

### **Copywriting & Translation**

Saved the YMCA tens of thousands in copywriting and translation services by writing and editing all promotional materials and all other marketing collateral, and translating select materials into Spanish to better reach core demographic.

### **Digital Marketing**

Spearheaded association's transition to digital communications by developing and implementing ecommerce marketing strategies for email, social networking, digital advertising, and more.

## **EDUCATION**

**Master of Business Administration, Concentration in Marketing**

July 2012, **Loyola University Chicago, Chicago, IL**

**Master of Arts in Mass Communication, Specialization in Journalism**

December 2007, **University of Florida, Gainesville, FL**

**Bachelor of Science in Advertising, Minor in General Education**

May 2006, **University of Florida, Gainesville, FL**

**COMPUTER SKILLS:** Microsoft Office, Adobe Experience Manager, Constant Contact, Vertical Response, Exact Target, Silverpop, ExpressionEngine CMS, Drupal CMS, Adobe Experience Manager, Radian 6, Soundslides, Camtasia Studio, Audacity, intermediate HTML

## **LANGUAGES**

Spanish (fluent, written and oral—native speaker)