

Sandra Regalado

Executive Summary:

Dynamic and results-oriented bilingual marketing professional with agency experience and 6+ combined years providing strategy, planning, budget and account management for all details of public relations and digital video advertising that amplify brand awareness and ensure client satisfaction.

Key Strengths:

- **Consumer Centric**- Identify client marketing goals and customize recommendations using tools such as Strata, Scarborough, Google Analytics and Cision. Experience in Photoshop, InDesign and WIX website builder. Proficiency in social media advertising and data analytics.
- **Skilled Communicator**- Effectively foster and sustain strong client, agency and media relationships through consistent communication and touch points. Bilingual, fluent Spanish.
- **Strategic Thinker**- Successfully conceptualize and develop marketing collateral and presentations based on research, data and consumer trends that speak to product features, benefits and competitors.

Professional Experience:

Assistant Account Executive | Finn Partners **San Francisco, CA | Jan. 2018 - Present**

- Determine pitch angles and secure high-profile coverage for B2B and B2C tech clients on outlets such as Tech Crunch and Popular Science. Develop media briefing books and draft industry award submissions.
- Thrive in demanding media relations, including identifying targets, pitching media and booking interviews
- Execute consumer product launches by drafting plans, developing timelines and tracking evaluation metrics

Hospitality Suite Concierge | Golden State Warriors **Oakland, CA | Sept. 2017 - Present**

- Develop rapport and positive relationships with VIP guests, suite holders, staff and media
- Tend to game day issues, concerns or requests in a professional and timely manner

Interactive Media Specialist | Comcast Spotlight **San Francisco, CA | Feb. 2016 - Dec. 2017**

- Managed budgets for a portfolio of accounts with H&L Partners, Baker Street and Storefront Media spanning \$3MM+ combined, while meeting KPIs such as web traffic, time spent on site and store traffic
- Fostered strong relationships and engaged daily with Account Executives, clients, and agencies to become trusted adviser when making digital recommendations on video, mobile and programmatic advertising
- Collaborated with internal departments to develop 3 presentations per week for MVPD solutions
- Built dynamic proposals for clients such as a family fun center in the Bay Area, targeting families in primary market area resulted in \$23k incremental dollars in 2017
- Analyzed digital recap reports and aggregated into tailored client reports to show YOY metric comparisons based on view-through rates, completion rates and ad spend among other data points

Advertising Coordinator | Comcast Spotlight **Walnut Creek, CA | Oct. 2013 - Feb. 2016**

- Managed day-to-day execution of TV ad campaigns for 30 accounts and \$1MM+ in revenue
- Monitored client relationships, contracts and oversight of the deliverable and quality of work
- Brainstormed creative ideas with sales team and client for new commercial advertisements

Interactive Media Coordinator | Comcast Spotlight **San Francisco, CA | Jan. 2013 - Oct. 2013**

- Led production schedules for digital creative and act as main point of contact across all departments
- Oversaw project timelines, tracked campaigns using Mixpo and suggested optimization ideas

Insurance Marketing Representative | State Farm **Pleasant Hill, CA | Nov. 2010 - Jan. 2013**

- Maintained prominent presence in Latino community and networking events
- Researched and coordinated events to drive brand awareness and traffic to Agency
- Made 25-35 outbound sales calls daily to generate new pool of prospects and close sales

Education: **BS**, Saint Mary's College of California, Business Administration, Marketing Concentration 2010
Minor in Communication

Affiliations:

- Member, WISE (Women in Sports and Events), San Francisco, CA
- Toastmasters Public Speaking, Walnut Creek, CA
- Former Board Member, WICT (Women in Cable and Telecommunications), San Francisco, CA
- Leadership Council Member, Peer Health Exchange, Oakland, CA ('09-'10)