

# Lorraine Yglesias

## SUMMARY

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Marketing executive experienced in growing market share for brands with a focus on the Latinx space. Successful efforts include increasing Hispanic visitation to the Monterey Bay Aquarium from 8% to 24%. Most recently, creating a framework to ensure marketing communications are inclusive and equitable.

## PROFESSIONAL EXPERIENCE

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June 2020-Present

**Director, Multicultural & Inclusive Marketing**, Monterey Bay Aquarium, 886 Cannery Row, Monterey, California

- Champion accessibility and equity by creating foundational tools such as an Equity Filter and Inclusive Language Guide.
- Work with cross-organizational teams to create and implement strategic campaigns to drive awareness and engagement with the Aquarium to deepen mission impact.

March 2014 - June 2020

**Director, Marketing Programs**, Monterey Bay Aquarium, 886 Cannery Row,, Monterey, California

- Execute omni-channel brand engagement campaigns in the San Francisco Bay Area to support visitation and awareness goals.
- Managed market segment brand campaigns, ensuring crossover opportunities were optimized between general market and Hispanic efforts
- Manage creative agency to ensure timely delivery of on-brand collateral.
- With CMO, initiated and completed the transfer of regional media buying activities in-house for cost savings and transparency.
- Manage media and promotions budgets.

August 2008 –March 2014

**Senior Marketing Manager**, Monterey Bay Aquarium, 886 Cannery Row, Monterey, California

- Strengthened the Hispanic marketing program by establishing strategic relationships with regional partners in food, beverage, civic, education and sports categories.
  - Managed the Hispanic media and promotions budget.
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June 2004 – August 2008

**Hispanic Marketing Coordinator**, Monterey Bay Aquarium, 886 Cannery Row, Monterey, California

- Developed and deployed a new strategy to build brand awareness of the Aquarium with Spanish speaking Hispanic audiences in the local and regional California markets.
- Targeting Spanish speaking audiences, increased general attendance by 5% in the first year by creating inaugural culturally relevant promotional programs and events.

## **VOLUNTEER WORK**

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**Advisor**, Siembra Latino Fund, Community Foundation of Monterey County.

**Trustee**, Ventures, Activating and strengthening Central Coast rural Latine working-class families' economic and political power.

**Trustee**, National Steinbeck Center

**Advisor**, Marketing Committee/United Way of Monterey

**Advisor**, Community Advisory Board/KQED-NPR San Francisco

**Advisor**, Blue Zones Steering & Leadership Committee (prior to program launching)

**Social media manager**, Our Lady of Mount Carmel Catholic Church

**Advisor**, United Way (Marketing Committee)

## **SKILLS**

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Bilingual(Spanish)/Bicultural, Salesforce, social media analytics, Google Ads, Data Studio, Asana (project management), Airtable (content management).

## **Education**

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Loyola Marymount, California

B.A. Communications Arts