

Lorraine Yglesias

28065 Heron Court, Carmel, CA 93923 | 408-242-8945 | LorraineYglesias1@gmail.com |

SUMMARY

Marketing executive experienced in growing market share for brands with a focus on the Latinx/e 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

June 2020-Present

Director, Multicultural & Inclusive Marketing, Monterey Bay Aquarium, 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, 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, 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, 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

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, Santa Lucia Conservancy

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 launch)

Social media manager, Our Lady of Mount Carmel Catholic Church

SKILLS

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

Education

Loyola Marymount, California

B.A. Communications Arts