

# JERRY ARIAS

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## SENIOR MARKETING EXECUTIVE

Solutions oriented Integrated Marketing executive driven by measurable results. Expert strategist offering an exemplary record of performance and leadership acumen. Drive development and execution of sophisticated scalable B2C and B2B marketing campaigns that exceed metrics, create and strengthen value and enhance brand visibility. Strongly focused on customer acquisition and retention, building solid client relationships and forging successful partnerships.

### SKILLS

Business-to-Consumer	Marketing Strategy	Demand Generation	Digital Media
Business-to-Business	Partner Marketing	Content Marketing	Sales Enablement
Integrated Marketing	Branding	Media Planning/Buying	Advertising

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## PROFESSIONAL EXPERIENCE

### COMCAST – EFFECTV

*Global media and technology company connecting millions of people to the moments and experiences that matter most.*

2012–present

Atlanta, GA

Director, Integrated Marketing Solutions

2021–present

Lead the development of scalable consumer integrated marketing solutions that leverage Comcast technologies, network and third-party partnerships, amplify client's brand objectives and drive revenue.

- Successfully sold in and executed consumer integrated campaigns representing 71% of total team revenue.
- Fostered relationships with counterparts to tap into cutting-edge technologies, adding new capabilities to product portfolio and growing revenue by \$10M.
- Collaborated with Xfinity leaders to create first-time sponsorable consumer extensions to drive Comcast subscriber engagement across linear, VOD and streaming products.

Director, Corporate Sales Marketing

2018–2020

Elevated to newly created corporate marketing role after successful tenure in regional capacity. Responsible for growing revenue through one-to-one and one-to-many scalable consumer omnichannel marketing campaigns. Identify enterprise level operational workflows to ensure efficiency and speed to market. Set centralized go-to-market strategy and execute against vision through the creation of cohesive resources.

- Secured \$12M by identifying and setting go-to-market strategies against low share/no share clients.
- Revamped sales approach, inclusive of Demand Generation and content marketing efforts, netting \$10M.
- Led enterprise customer onboarding efforts, standardizing client experience and reducing churn by 2%.

Regional Director, Sales Marketing

2017–2018

Selected to lead integrated sales marketing efforts for newly created sales region spanning seven southern states representing \$200M in revenue. Responsible for client acquisition, retention and minimizing churn.

Partner with client brands across multiple industries to bring forward strategic omnichannel solutions that align with client brand strategies, drive consumer engagement and increase revenue.

- Conducted in-depth client needs analysis with at-risk downgrade automotive customer to identify integrated turnkey solution which secured 5-year client commitment, representing \$2.4M in revenue.
- Developed innovative multi-screen consumer campaign for TV One and McDonald's, meeting multiple stakeholder objectives, growing revenue by 20% and securing an industry award nomination.
- Named Next Wave Leader by a premier industry organization in the 2017 Marketing Hot List.

Director, Marketing & Promotions

2012–2017

Spearheaded marketing efforts including go-to-market strategy, competitive positioning and integrated consumer marketing solutions. Drove regional demand generation and marketing automation efforts, culling CRM data and establishing content marketing strategy to fuel more qualified leads. Responsible for collaborating with sales leadership to increase market share and elevate market visibility.

- Contributed over \$5M in revenue through impactful integrated consumer marketing solutions inclusive of first-of-its kind long-form content for use across linear, VOD and social.
- Led third-party partnerships with premier organizations on behalf of multi-market clients amplifying client branding efforts and generating new business.

- Revamped product packaging for second/third tier inventory increasing revenue by 60% YOY.

### **PROXIMUS MOBILITY**

*Mobile location-based startup leveraging technology to connect brands to customers at the point of influence.*

Vice President, Marketing

2011–2012

Atlanta, GA

Tapped to lead marketing efforts for startup location-based mobile technology solutions provider, overseeing go-to-market strategy, branding, strategic partnerships, and public relations. Strategize, recommend and execute client consumer mobile engagement campaigns.

- Grew monthly website traffic and sales leads by 700% and 400%, providing a more efficient sales cycle.
- Increased awareness as premier hyperlocal marketing tech company resulting in key industry organization recognition as a Top 10 Innovative Technology Company and Hot Georgia Company.

### **THE WEATHER CHANNEL**

*Leading broadcast communications company with 40+ unique businesses and multi-channel distribution points.*

2007–2011

Atlanta, GA

Director, Partner Marketing

2010–2011

Handpicked to lead newly created Partner Marketing organization, managing client communications, overseeing third-party partnerships, and rendering ongoing strategic guidance to all sales teams.

- Increased advertising revenue, grew distribution, and secured nearly \$5 million of off-channel media for corporate initiatives by brokering strategic alliances with internal and external partners.

Director, Consumer & Affiliate Marketing

2008–2010

Earned new responsibilities based on prior performance, taking the lead in marketing operations and oversight of a \$17.5M marketing budget. Collaborated with leaders to identify new opportunities to drive viewership across all platforms and position TWC as the premier weather authority, thereby yielding the greatest impact and ROI. Directed facets of comprehensive competitive analyses that deepened understanding of the news and information category and TWC's relative position in the market, shifted the product development paradigm, and extended positioning with consumers, advertisers and distributors. Leveraged insights to refine strategic vision and construct a framework for future rebranding.

- Delivered \$58M in TV and digital advertising sales and press by driving development of integrated consumer campaigns that secured blue-chip sponsors such as Walmart, Lowe's, Sears and Dunkin'.
- Earned prestigious, "best in class" awards from renowned trade association.

Director, Affiliate Marketing

2007–2008

Joined TWC at a pivotal juncture in its lifecycle—marked by rapidly emerging technologies, rampant industry change, and subsequent announcement of company sale—to establish a new strategic direction for Affiliate Marketing and reinvigorate group's performance. Overcame barriers to success by challenging the status quo, enhancing efficiency, and creating synergies. Crafted new and refined existing operating practices, increased team member engagement, and focused priorities on high-impact/high-ROI initiatives.

- Increased TWC HD distribution by 47% and recognized as the second-largest distributed network.
- Garnered +\$8M in earned media across linear TV and digital for priority network initiatives through development of TWC equity and evergreen local advertising sales promotions.

### **FOX CABLE NETWORKS**

*News Corporation company with 36 distinct lines of business and penetration of +550M consumers.*

2005–2007

Los Angeles, CA

Affiliate Marketing & Advertising Sales Manager • Affiliate Marketing Manager

### **COMCAST**

*Global media and technology company connecting millions of people to the moments and experiences that matter most.*

2004–2005

Los Angeles, CA

Marketing Communications Specialist

### **EDUCATION**

MBA, Goizueta Business School, Emory University

BS-Music Industry, University of Southern California

Fluent in Spanish, Conversant in French