

MARIA ALEJANDRA RUIZ DIAZ

Brand Management | Strategy | Marketing

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SUMMARY

Marketing executive, driven by a deep passion for communication, storytelling, strategy and branding. I specialize in building bridges between business and creativity to foster profound connections between brands and consumers. With an experience of over 9 years in brand management, innovation, and creative strategy within CPG and digital industries. I hope to leverage my leadership skills to inspire teams & navigate complex challenges by simplifying them into focused strategies.

EXPERIENCE

ErikaLust *Cinematic content streaming platform*

June 2024 - Present

Strategic Marketing Manager

Lead global brand strategy across 10+ markets, designing and executing innovative marketing campaigns that place consumer insights at the core. Using a data-driven approach to align stakeholders and drive business and brand objectives, fostering creative collaboration across all media ecosystems.

- 2024 Results: Gross sales +16% YoY, Traffic increase +39%, First billing +72%, retention rate 54% (+2 pp YoY)
- Brand Strategy & Rebranding:
 - Lead the rebranding project, from strategy, redefining user personas, audience, archetypes, tone of voice, content pillars, to the visual brand identity and the execution across all touchpoints.
- Media & Channel Strategy:
 - Led the paid and social media strategy, optimizing owned, earned, and paid channels to drive brand awareness and maximize engagement through targeted content, audience segmentation, and strategic partnerships.
 - Restructured promotional calendar to drive sales peaks while maintaining pricing integrity and average ticket value.
- Experiences & Partnerships:
 - Lead high-impact collaborations with key industry partners, including brands in toys, fashion, and communities, to expand reach and enhance engagement.
 - *House of ErikaLust* immersive experience in Barcelona, in partnership with Layers of Reality, delivering a unique phygital 360 brand experience that brought the brand's purpose to life.

Alpina Group *Leading Food & beverage company, 13 business units and +100 brands*

April 2021- February 2023

Growth and Innovation Director

2022 - 2023

Lead marketing division responsible for diversifying and bringing growth to the company, first through the development of new categories (snacks, plant based and pets) and second by leading innovation and growth strategy across the group (13 business units) by fostering creativity, open innovation ecosystems and design thinking implementation.

- 2022 Results:
 - Plant-Based Platform: 35% increase in sales and EBITDA margin improvement from 11% to 23%. *Portfolio Awards 2022: Top 5 Innovation in Colombia.*
 - Alpina Snacks Business Model Restructure: Achieved 110% sales increase and improved EBITDA margin from -9% to 19%. *World Quality Award Monde Selection 2022.*
- Key launches:
 - Plant-Based Platform Revamp: Refreshed image, refined positioning, and introduced new products such as sugar-free almond milk, Greek yogurt, and cream cheese.
 - Pet Snacks Platform: Conceptualization, branding, and development of business model, building strategic alliances and testing in the market.
 - Sustainable Food Security Platform: Designed and developed a platform using biotechnologically sourced proteins, promoting food security and reducing environmental impact.
- Growth & Innovation Methodology: Developed a framework integrating consumer trends, science, technology, and corporate strategy to identify growth opportunities and innovation pipelines for group business units.

Marketing Manager

2021 - 2022

Responsible for the kids and teens portfolio, the most important brands for Alpina in terms of brand love and net revenue (*BonYurt, Yogo Yogo, Alpin, Alpinito and Boggly*). Spearheading brand strategy, market positioning, new product development, creative marketing campaigns execution, cultural calendar, experiences and social content platforms development.

- 2021 Results: EBITDA +16% YoY, Volume +6% YoY. Bon Yurt, Yogo Yogo, and Alpin reaching market share, brand power and digital goals.

- Key launches:
 - *Alpin Botella* and *Mini Bon Yurt Melos*, driving 86% and 74% incremental volume, respectively, and increasing brand affinity.
 - *Bon Yurt Hershey's*, with a culturally relevant campaign, achieving sales, earned media, and engagement goals. *Effie Colombia: Best Use of Media - Bronze, Registered Store: Best Innovation Colombia 2021*
- Campaign highlights:
 - BonYurt content platform, including digital strategy, cultural calendar, experiences and community engagement.
 - *Love Spots* campaign, achieving the month with the highest organic conversation and positive sentiment that year. *El Dorado: Outdoor – Bronze.*

AB InBev – Bavaria S.A. *AB InBev is #1 brewer company worldwide, 50 countries, +500 brands*

Jun. 2017 – Mar. 2021

Brand Manager

2019 -2021

Manager for one of the most valuable brands in Colombia *Aguila beer*, responsible for strategy, new product development, brand positioning, creative conceptualization and campaigns execution guaranteeing growth and results of both business and effective creativity.

- 2019 Results: Volume +17% YoY, Market Share +3pp YoY, Brand Love +18% YoY, Brand Power +17% YoY.
- Key launches:
 - *Aguila Fusión Limón* recruiting new consumers (over index in 18-24 and female audience). *Facebook best practice campaign in 2019. Effie Latam: Real-Time marketing - Bronze.*
 - *Cerveza Nativa*: new beer made from cassava, a local crop supporting community development and regional agriculture.
 - *Aguila 0,0%* expanding the non-alcoholic beer category, surpassing business case expectations by +110%.
- Campaign highlights:
 - Craving Six-Packs: Smart drinking campaign that achieved behavioral changes in consumers (+20pp uplift in eating / ordering food while drinking beer). *El Ojo de Iberoamérica: Efficiency Category - Bronze, Media Category - Bronze.*
 - *Aguila Light #Volvamos*: limited edition to drive brand love and golden records. *El Ojo de Iberoamérica: Illustration - Gold, Poster & Packaging design - Bronze, Clio awards: Digital & Social, Graphic Design - Bronze. D&AD: Shortlist in Illustration & Integrated.*

Business Cycle Planning Manager COPEC (Colombia, Peru, Ecuador)

2018

- Lead the strategic planning process for the zone, which involved developing the 3-year and 1-year plans, as well as leading category structure and portfolio management initiatives.
- Responsible for developing and executing marketing capabilities programs.

Trade Marketing Coordinator

2017

- Developed trade marketing strategies and promotional campaigns to increase brand recognition and achieve sales targets for premium brands (Club Colombia, Beck's, Busch Light, Redd's).
- Collaborated closely with sales and marketing teams to ensure successful execution of trade marketing initiatives.

Coca Cola Femsa *Bottler with the largest volume of sales within the Coca-Cola System in Latam*

Apr. 2016 – Jun.2017

Commercial Development Specialist

2017

Sales Analyst

2016

EDUCATION

Instituto europeo de Diseño IED *Dec. 2024*
Master Design Management (International Scholarship)

Universidad de los Andes *Aug. 2011 – Dec. 2015*
Bachelor of Science, Industrial Engineering

Universidad del Bosque, *Apr. 2018 – Jun. 2016*
Certificate, Strategic Marketing

LANGUAGES & SKILLS

Spanish (Native)

English (Advanced – C1, IELTS Certificate)

French (Basic – B2, DELF Certificate)

Catalan (A1 CPNL Certificate)