

# Lucia Villegas

Integrated Marketing Strategy & Ops | Communications | Branding | Product Management

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## SUMMARY

Accomplished Marketing Professional with 10+ years of experience in Integrated Marketing Strategy & Operations, Branding, and Product Management. Demonstrated success in enhancing brand visibility and driving business growth across diverse industries and countries, through a combination of strong analytical skills and a creative problem-solving mindset. Adept at leveraging technology to optimize marketing efficiency and recognized for cultivating a collaborative culture while leading teams to achieve shared goals and delivering outstanding results.

## AREAS OF EXPERTISE

Marketing Strategy | Marketing Operations | Branding | Digital Marketing | Content Strategy | Lead Generation

Sales Enablement | Communications | Product Management | Product Marketing | Project Management

Email Strategy | Pricing | Leadership | Cross-functional collaboration | Bilingual (Spanish & English)

## WORK EXPERIENCE

### **LL Flooring (Lumber Liquidators)**

#### **Pro Marketing Manager, Jan 2024 – Oct 2024, Richmond, Virginia**

Development and execution of successful marketing strategies to drive commercial sales growth and maximize revenue.

Responsibilities & Achievements:

- **Marketing Operations:** Successful cross-functional collaboration that optimized marketing processes and workflows to ensure on-time delivery and efficient execution across owned and paid channels. Launched paid media campaigns, optimized digital assets and supported in-house transition of email management and execution, reaching over 60k Pros, driving traffic up 70% and revenue up 44% YoY.
- **Marketing Communications:** Launched new brand identity and value proposition through paid media campaign, sales collateral and website redesign increasing Pro signups up 35% and AOV up 30% YoY. Responsible for ensuring consistent messaging and clear value proposition across all assets driving awareness and consideration with Pros.
- **Market Research:** Partnered with the Analytics team and led go-to-market strategy and collaborated with multi-cultural agency to define opportunities within the Hispanic Pro market. Delivered customer journey mapping and optimized touchpoints along the journey, both in-store and online.
- **Sales Enablement:** Partner with the sales team to provide effective sales and promotional collateral to boost engagement including tradeshow support and targeted communication to major accounts.

### **Onduline North America (part of the Kingspan Group)**

#### **Marketing Director, Aug 2022 - Dec 2023, Fredericksburg, Virginia**

Developed and executed successful marketing strategies to increase brand and product awareness, sales enablement, product lifecycle and go-to-market plans of Asphalt, PVC and Polycarbonate lightweight roofing panels under the Ondura and Tuftek brands. Supervision of a Marketing Manager. Achievements:

- **Marketing Communications:** Launched new brand identity and brand pillars through social media campaign, sales collateral and website redesign, along with SEO strategy. Definition of social media strategy that increased community and engagement (+15% Instagram, +2,400% Facebook, +120% LinkedIn). Selection and negotiation for ad campaigns with traditional publications, obtaining feature cover pages and collaborating for industry articles. Influencer partnership content management. In-house production of 7 product videos, 360° images for eComm of complete catalog and product launch photoshoots.
- **Product Management:** Product portfolio lifecycle management. Definition of go-to-market strategies for new products and rolling changes on existing products.
- **Market Research:** Led industry market research, collaborated with agency to define research objectives and survey questions. Data analysis to define go-to-market strategies.
- **Sales Enablement:** Partner with the sales team to provide effective sales tools to drive business growth. Supported Lowe's line review by implementation of A+ Content through Syndigo for Lowes.com, presented as best practice to other vendors. Tradeshow management and execution. Customer care through BazaarVoice and Salesforce. Lead generation campaigns strategy and implementation.

## **Cuprum (Louisville Ladder)**

### **Global Marketing Manager, Mar 2020 - Aug 2022, Monterrey, NL, Mexico**

Global marketing strategy definition and execution in the Ladder Business Unit for Cuprum, Louisville Ladder and Featherlite brands. Supervision of 2 Marketing Coordinators and 2 Graphic Designers. Achievements:

- **Marketing Communications:** Launched new brand identity through product packaging, social media, sales collateral and website redesign, increasing awareness, entering the Top 100 Hardware Brands in Mexico. Social Media planning and Content Strategy, boosted over 4,000% in community size during my tenure. Website revamping to gain internal control and optimize costs. Led an internal Brand Ambassador campaign by creating a Newsletter including information about brand, products, business and customers.
- **Product Management:** Product portfolio lifecycle management, including new product development, portfolio & cost optimization in collaboration with the R&D and Engineering team. Led product portfolio optimization project, reducing it over 50%, resulting in savings in raw material and efficiencies in manufacturing process. Responsible for go-to-market strategies for new products and rolling changes on existing products.
- **Market Research:** Led annual NPS customer surveys; data gathering, analysis and interpretation to share with Senior Leadership. Leader of Customer-Centric Committee led progress follow-up on companywide initiatives to improve NPS and CES scores. Supported creation of customer presentations for line reviews and potential business partners, as well as for training.
- **Sales Enablement:** Digitalization of the marketing and sales processes, acted as product owner for implementation of Dynamics 365 Sales, Marketing Customer Voice, and Power Portals with Agile Methodology; introduced and trained for the use of Prezi. Tradeshow management in Mexico and USA. Leader of Customer-Centric Committee, follow-up on companywide initiatives to improve NPS and CES scores. Supported development of training materials.

### **Marketing and Pricing Manager - Mexico & Export, Dec 2017 - Feb 2020, Monterrey, NL, Mexico**

Marketing strategy definition and execution in the Mexico and Export market. Lifecycle product portfolio management, go-to-market strategies, line reviews, branding, website management, social media, tradeshows, training content creation, market research & marketing budget administration. Responsible for the commercial administration strategy to guarantee business profitability. Supervision of a Marketing Coordinator, Pricing Coordinator and Graphic Designer.

### **Marketing and Pricing Lead - Mexico & Export, Jul 2016 - Nov 2017, Monterrey, NL, Mexico**

Marketing strategy definition for the Mexican and Latin market and other countries. Led rebranding, adhering to the Group Brand Identity. Facilitated product innovation in coordination with the Engineering team. Responsible for the commercial administration strategy. Supervision of a Marketing Coordinator, Pricing Coordinator, and Graphic Designer intern.

## **ADDITIONAL WORK EXPERIENCE**

More details on my [LinkedIn Profile](#)

### **John Deere**

#### **Parts Marketing Specialist North Hispanoamerica, Aug 2015 - Jun 2016, Monterrey, NL, Mexico**

#### **Parts Marketing Specialist Mexico, Aug 2014 - Jul 2015, Monterrey, NL, Mexico**

#### **Marketing Representative, Sep 2011 - Jul 2014, Monterrey, NL, Mexico**

### **Softys**

#### **Marketing Executive, Jun 2010 - Sep 2011, Monterrey, NL, Mexico**

## **EDUCATION**

### **Master's in finance**

EGADE Business School, Monterrey, Nuevo Leon, Mexico

### **Bachelor's Degree, Marketing (Minor Retail)**

ITESM, Monterrey, Nuevo Leon, Mexico

## **CERTIFICATIONS**

### **Email Marketing**

HubSpot Academy, Nov 2023

### **Certified Digital Marketing Professional**

Digital Marketing Institute, Jan 2018

### **Inbound Marketing**

HubSpot Academy, Sep 2023

### **Hootsuite Platform Certification**

Hootsuite, Mar 2022