

# VICTOR ILLESCAS

MEDIA/DIGITAL MARKETING & TECHNOLOGY SPECIALIST

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A seasoned Integrated Marketing Expert specializing in media planning, execution, optimization, and insightful reporting.

I've consistently crafted high-impact paid media campaigns that yield significant results for leading global brands. My approach uniquely synthesizes paid media performance with overarching media strategy, ensuring precision and impactful outreach. Supported by a foundational expertise as a front-end developer, I bring deep insights into eCommerce and SEO optimization. This dual proficiency guarantees that digital campaigns are well-targeted and technically robust, optimizing awareness, reach, and conversion.

## SKILLS

### MARKETING

- Integrated Marketing Strategy
- Paid Media Analysis and Planning
- Performance Monitoring & Analysis
- Audience Insights and Analysis
- Google Analytics & Data Studio
- Data Analysis
- Media Partnerships & Affiliate Marketing
- Ad Platforms (Google Ads, Meta Marketing, Microsoft Ads, TikTok Ads, Snapchat Ads, Programmatic Ads, Audio/Video Stream Ads)

### MANAGEMENT

- Client Relations & Retention
- Managing Teams & Vendor Management
- Technical Consultation & Oversight
- Thought Leadership & Inter-Departmental Coordination
- Process Creation, Oversight, & Quality Assurance

### TECHNOLOGY

- eCommerce & SEO Optimization
- Front-End Development (PHP, HTML5 & CSS3, JavaScript)
- CMS & CRM Expertise (Specializing in WordPress)
- Responsive Web Design & Development
- Spark Studio/Lens Studio

### ADDITIONAL COMPETENCIES

- Budget Adherence & Level of Effort Estimates
- Cultural Sensitivity & Global Perspective
- Interdisciplinary Collaboration
- Leadership & Team Guidance
- Bilingual in English/Spanish

## EXPERIENCE

### JAN 2023 - SEP 2023 | VP, MEDIA & TECH

*We Are Social | US*

- Oversaw planning and execution of paid digital media plans, ensuring alignment with client expectations.
- Utilized analytical insights for audience targeting, driving campaign strategies and performance.
- Leveraged front-end engineering skills for website development projects and tech consultation.
- Emphasized strong client relationships, maintaining communication and strategies for client satisfaction and retention.

### MAY 2021 - SEP 2023 | VP, MEDIA & TECH

*The Narrative Group*

- Directed paid digital media plans for diverse clients from CPG, Entertainment, and Service verticals
- Managed web/tech projects supporting our marketing campaigns.
- Offered tailored solutions, demonstrating adaptability and commitment to client success.

### MAR 2019 - APR 2021 | VP, PAID MEDIA & TECH

*Harmonica*

- Developed and executed digital campaigns, including audience identification and competitor analysis.
- Optimized campaigns based on performance data, ensuring marketing objectives were consistently met.

### MAR 2013 - FEB 2019 | VP, MEDIA AND TECHNOLOGY

*Something Massive*

- Led a diverse team of media buyers and web developers, coordinating strategies for media buys and web optimizations.
- Delivered impactful strategies tailored to the unique needs of each client in a dynamic digital landscape.

### FEB 2009 - MAR 2013 | SENIOR LEAD DEVELOPER

*JeTT Media Group*

- Developed and maintained brand websites and eCommerce sites, offering client support and training for CMS and CRM systems.