

ROGER LOPEZ

SENIOR MARKETING EXECUTIVE & GROWTH STRATEGIST

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24+ YEARS OF SUCCESS LEADING MARKETING, INSPIRING CREATIVE TEAMS AND MAXIMIZING ROI THROUGH EFFECTIVE CAMPAIGN MANAGEMENT AND MARKETING TECH INNOVATION

CAREER SUMMARY

- Versatile, high-energy, award-winning senior marketing executive who dares to imagine – and implement – the transformational possibilities of emerging technologies; looking to leverage superbly creative skills, consulting & management expertise, experience of bringing brands to life from vision, and business acumen into a broad range of marketing, digital marketing, and business development roles.
- Proven success in consulting SMBs, analyzing process gaps, creating strategic plans, controlling budget and minimizing costs, and optimizing revenue and growth.
- Strategic leader, engaging communicator, and exceptional developer of highly effective multi-channel marketing communication strategies with extensive experience in working with top leadership and developing commercial business relationships, strategic planning and related analytics.
- Excellent planning and leadership abilities to lead and manage creative and marketing teams.
- Adept at creating branded content and its effective integration into multi-channel marketing campaigns.
- Innovative thinker, who understands business beyond the numbers, possesses innate ability to drive brand strategy and develop multi-channel marketing plans to build awareness, engagement, and consumer advocacy.

PROFICIENCY FORTE

- | | | |
|-------------------------------|----------------------------|----------------------------------|
| ◆ Strategic Business Planning | ◆ ROI Optimization | ◆ E-commerce Expert |
| ◆ Marketing Tech Evangelist | ◆ SEO/SEM/SMM Guru | ◆ Segmentation & Targeting |
| ◆ Business Impact Strategies | ◆ CRM/Marketing Automation | ◆ Bilingual in Spanish |
| ◆ Branded Content Creation | ◆ Research & Analytics | ◆ Team Building |
| ◆ Acquisition B2B/B2C Expert | ◆ Product Development | ◆ Leadership |
| | | ◆ Excellent Interpersonal Skills |

CORE COMPETENCIES

- Experience of more than 24 years with progressively increasing responsibilities in meeting and exceeding client and corporate expectations within the creative, digital, and traditional marketing and business development environment.
- Ability to drive execution intelligence, insights and delivery using key digital and social analytics and utilize that information to support the creative approach and drive KPIs across marketing platforms and campaigns.
- Certifications include: Google Analytics for Beginners, Advanced Google Analytics, Google Ads Fundamentals, Google Display Advertising, YouTube Video Advertising, Google Shopping Advertising, Inbound Marketing Certified
- Ability to conceptualize, plan & execute omni-channel marketing strategy and manage web, marketing database, email, social media, and display advertising campaigns.
- Successful track record of personally developing and maintaining key business relationships; integrating multi-area and multi-region account activity and executing long-term strategic account plans.
- Work within established budgets and manage costs for all campaigns and projects.
- Innovator and thought leader with exceptional ability to embrace and deliver change.

HIGHLIGHTS OF RELEVANT EXPERIENCE & SELECTED ACCOMPLISHMENTS

- Scaled Monthly Active Users (MAU) by over 1,617%, reduced Customer Acquisition (CAC) by 90%, and grew the customer base from 5K to 450K within 24 months. **(BillMo)**
- Initiated and drove the BillMo brand promotion, achieving a 1,169% increase in monthly organic users since 2016. **(BillMo)**
- Achieved over 150% increase in customer acquisition; 250% increase in customer engagement; and increased MRR by 125%. **(Sideqik)**
- Launched an internal video team at DoMyOwn.com, increasing YouTube engagement and revenue by 500%. **(DoMyOwn.Com)**
- Lead team to achieving 1.5M app downloads and placement of 4 apps in the Top 10 iTunes categories at Elf on the Shelf. **(Elf on the Shelf)**

RESULTS SPEAK

Increased Monthly Active Users (MAU) to over 1617%

Over 150% Increase in New Customer Acquisition

Over 250% Increase in Customer Engagement

Over 1.5M app Downloads

Aggero, Miami FL & London UK

2020 – 2023

COO, Co-Founder, Advisory Board Member

Core Focus: Championed the strategic direction of Aggero's marketing initiatives and product development, leading to substantial customer base expansion and the introduction of cutting-edge platform features.

Key Contributions:

- Developed and executed a comprehensive roadmap for product development post-Series A funding, aligning with long-term business goals and investor vision.
- Provided visionary leadership to the product and engineering teams, fostering innovation and ensuring the timely delivery of product milestones that met market needs and investor expectations.
- Directed the execution of a dynamic product development roadmap, consistently delivering market-driven innovations and platform enhancements.
- Played a pivotal role in the integration of cryptocurrency solutions, securing a notable \$250,000 grant from Near Protocol for platform integration.
- Secured and executive companies first participation in TwitchCon to recruit more streamers into platform
- Spearheaded the adoption of next-generation integrations with Instagram, YouTube Live, and TikTok, driving enhanced user engagement and providing robust tools for influencer marketing growth.

Lavu (Lavu POS, MenuDrive, Sourcery), Miami, FL

2019 – 2022

Chief Marketing Officer (Lavu)

Core Focus: Guided Lavu's integrated marketing and MenuDtive's product development, dramatically enhancing digital presence and user base while transforming MenuDrive into a full e-commerce suite for restaurants.

Key Contributions:

- Oversaw the expansion of the customer base post-acquisition of MenuDrive & Sourcery, integrating existing customers into the Lavu ecosystem and ensuring continuity of service.
- Implemented targeted cross-sell strategies to leverage new product offerings across the combined customer base.
- Executed and Managed full marketing strategy function for 3 Companies.
- Directed the redesign & re-launching of corporate websites, enhancing user experience and aligning with new brand standards to reflect the integrated company vision.
- Built, mentored and led a marketing team that delivered on aggressive timelines for the launch of rebranded campaigns, consistently meeting KPIs and objectives.
- Lead MenuDrive Product Development from a simple ordering platform to a full ecommerce suite for restaurants and help grow user based by 300%.

BillMo, Atlanta, CA

2016 – 2019

Chief Marketing Officer

Core Focus: Tasked with all integrated marketing efforts for BillMo, a leading VC-funded Fintech Company. Manage and track all aspects of BillMo's digital presence, including: website, social media, SEO, PPC, display, and content.

Key Contributions:

- Created digital marketing plans and executed across multiple consumer touch points to build long term brand loyalty.
- Created engaging media across digital properties, while consistently maintaining adherence to brand standards and guidelines..
- Recruited & mentored community management team that grew community from **3,000** to over **750,000** users.
- Led launch of the leading finance Chat bot in all of Latin America, BillBot with over **100,000** subscribers.
- Successfully built and launched the most-subscribed YouTube channel in Mexico in the finance sector.
- Spearheaded BillMo MoneyBack Loyalty program launch which drove over **500,000** transactions from user base.
- Led Launch of BillMo Mobile Credit Card & Promotions with eCommerce Partners in Mexico which led to **7,500** credit card activations in the first 90 Days.
- Architected a Micro Influencer Program that went viral which drove **330,000+** WhatsApp Messages, 101,000+ Facebook Messages, **63,000+** Facebook Posts, and over **350,000** App Installs in the first 90 Days.
- Responsible for deploying digital innovation technologies such as Big Data Analytics, Augmented Reality & AI Chabot.
- Responsible for the selection, implementation and utilization of a large MarTech stack, including: Segment, Braze, Twilio, MixPanel, Appsflyer, Hootsuite, Chatfuel, Analytics360, and SendGrid and more.

Sideqik, Atlanta, GA

2014 – 2016

VP of Marketing and Platform Strategy

Core Focus: Directed all aspects of marketing and platform strategy for cutting-edge influencer marketing Software-as-a-Service (SaaS) platform. Built and led the Customer Success Team, Inbound Marketing Team, and Professional Services Team.

Key Contributions:

- Launched influencer marketing programs for Fortune 500 companies, such as: Logitech, CBS Interactive, Coca-Cola, Turner Sports, Nvidia and more.
- Spearheaded Rockband 4's most successful influencer campaign, which collected over 4,000+ UGC videos from fans
- Helped Peugeot generate 514% ROI during their Netherlands Django scooter launch.

DoMyOwn.Com, Atlanta, GA

2013 – 2014

Marketing and E-commerce Director

Core Focus: Recruited to help lead ecommerce brand into the Internet Retailer 500.

Key Contributions:

- Achieved over 145% revenue increase from email channel;
- 38% revenue increase in CPC campaigns
- 53% revenue increase in performance campaigns.
- Named one of Internet Retailer's "Hot 100 E-Retailers of 2013" and entered into the IR 500 for first time in 2013

Elf on the Shelf, Atlanta, GA

2012– 2013

Director of Digital Strategy

Core Focus: Recruited to launch Digital Division that would include Digital Marketing, eCommerce, Community Management and Game Development.

Key Contributions:

- Team achieved 1.5M app downloads for iOS & Android, leading to 4 apps reaching the Top 10 in their iTunes categories.
- 300% increase in email opt-in subscribers
- 120% increase in Organic Traffic
- 80% increase in ecommerce revenue
- 280% increase in Registered Users
- Launched the first official Christmas Social Network
- 800% increase in social mentions
- 200% increase in twitter followers
- 500% increase of social sharing of website content.

EARLY PROFESSIONAL EXPERIENCE

Digital School Atlanta (Digital SMB), Atlanta, GA

2012– 2017

Founder & Head Digital Evangelist

Marine Corps Community Services, Yuma, AZ

2006– 2012

Marketing & Sponsorship Director

Inemode Corporation, Cupertino, CA

2001 – 2006

Founder & Digital Strategist

PowerVision Systems, San Jose, CA

2000 – 2001

VP of Marketing and Business Development

SolarFlare Media (Digital Agency), Yuma, AZ

1998– 2000

Founder

EDUCATION

Bachelors of Arts in Humanities, **NAU Yuma, 1998**

Associates of Arts, **Arizona Western College, 1996**

HONORS & AWARDS

Telly Awards—TV Commercial Winner 2008 | 2010 | 2011

ICAS Marketing Competition: 1st Pl., Television Commercial (2008, 2011); 3rd Pl., Event Website (2006, 2007); 3rd Pl., Radio Commercial Ad (2011)

NextGen Entrepreneur, Entrepreneur Mag—2000 | Longest Wall of Fire, Guinness World Record—2009
Digital Innovator, Premios Emprendedores—2015 | Tech Game Changer, TAG Hub Magazine—2015