

# SYLVIA GUILLEN

CREATIVE DIGITAL MARKETING DIRECTOR | SOCIAL STRATEGIST

## CONTACT

 (310) 422.6737

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 linkedin.com/sylviaguillen

 Porter Ranch, CA

## EDUCATION

### BACHELOR / SOCIOLOGY

California State University  
Northridge

## SKILLS

WordPress

WooCommerce

Shopify

Squarespace

Adobe Photoshop

Google Analytics

WorkFront

Wrike

Asana

Basecamp

Jira

Microsoft Suite

Facebook Power Editor

SEO/SMO

SM Content

Keynote

Microsoft Power Point

Google Drive

Slack

Adobe Dreamweaver

Adobe Final Cut Pro

BOX

Microsoft Word

## PROFILE SUMMARY

With over a decade's experience in digital startup entertainment and ecommerce environments, I carry extensive knowledge leveraging digitally delivered storytelling using smart technologies to grow audiences. My experience lies heavily in NDA required sensitive high profile IP, Estate Approvals, Likeness Compliance requirements, elevated franchise entities and theatrical embargo content, all while producing in a fast paced environment to dual path milestones between marketing and product launch on digital platforms. Some of the more familiar projects that I have developed, led and streamlined include:

- Destiny's Child DCUnplugged.com proprietary fanclub
- Beyonce solo transition & fanclub platform development, providing a digital environment for fans to engage and market to directly.
- Solange digital fan experience.
- Michelle Williams online digital experience; gospel target audience.
- Kelly Rowland solo online presence.

## EXPERIENCE

### DIRECTOR: DIGITAL MARKETING STRATEGIST

FUNKMEDIA // LOS ANGELES // 2007 – 2017

Creative Strategist lead for contracted projects including Beyonce, Destiny's Child, Solange, Kelly Rowland, Atari, Sony, Columbia Records, Jennifer Cassetta, Royce Gracie, Matching Principals Recruiting Agency and more. View full accomplishments on profile link <http://sylviaguillen.com>

- eCommerce solutions, strategy implementation and tracking.
- Social media reporting analytics using tracking pixel integration, google analytics, SEO optimization, algorithms and unique URL landing page campaigns
- Email marketing; segment targeting, A/B testing, CTA UI strategic design, conversion tracking and social platform performance based on KPI and user engagement.
- eCommerce conversion strategy and execution.
- Content curation to engage new and existing target audiences.
- Research target market audiences by location, region, age, demographics.
- Trending algorithm best practices to increase CTA conversion.
- Delegate strategic initiatives to development teams and/or vendors.
- Manage timelines under strident NDA and sensitive materials, information or events.
- Agile customization tailored to the immediate and continually evolving environment of digital commerce on a variety of devices and OS platforms.
- Manage multiple work streams while maintaining legal, trademark, IP publishing sensitivities compliant with stakeholders.
- Creative assets, unit photography, verbiage legal clearance tracking for

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Microsoft Outlook

publication.

- Agile learning of new, smart and innovative technologies to provide competitive solutions, processes across all categories, stakeholders and company partners.
- Create and execute unique system processes to align with company, KPI and product goals, milestones and result driven performances.
- SEO keyword dense editorial curation to effectively reach target demographic audiences, and define online behaviors.
- Algorithm analysis and design direction with offshore vendors, best practices and global time difference expectation.
- Baseline fundamental understanding of backend development to liaise between creative, sales, ecommerce, pop up shops (Geolocation tagging) and real time storytelling on social platforms.
- Analytic reporting to target segmented audiences on various social platforms and create unique campaigns (i.e. branded IG stories, snapchat filters, youtube streaming channels, influencer campaigns, etc.)
- Affiliate marketing program creation and direction.
- Webinar development, curation, marketing and list building.
- Live streaming and broadcasting curation, strategy and direction.

## CREATIVE MARKETING STRATEGIST & LEAD DESIGN

EMERSON KNIVES // HARBOR CITY // 2015 – 2017

- Designed eCommerce interactive social platform.
- Curated daily, weekly, and seasonal visual content across all social platforms including, email communications and blogs.
- Developed accurate monthly forecasts of lead volume and costs to align with the rest of the team and assist in overall strategy development.
- Developed and maintained strong social media presence.
- Documented best practices and identified opportunities based on web analytics applying trending creative best practices to increase viewership conversions.
- Ensured that website content is accurate and up to date.
- Formatted and published new content.
- View full accomplishments on profile link <http://sylviaguillen.com>

## PROJECT MANAGER : GLOBAL THEMED ENTERTAINMENT / FASHION/ APPAREL / RETAIL & SALES BRAND DEVELOPMENT.

WARNER BROS CONSUMER PRODUCTS // BURBANK // 2018 – Present

Lead and develop customized creative tracking and approval systems, implementing cloud based collaborative environments. Initiate creative lead project management customization and integration to provide user friendly processes for WB global partners in Beijing, Abu Dhabi, Australia, EMEA, APAC, and LATAM on a daily basis using BOX, Webex, BlueJeans, Bluescape, Skype for Business, Office 365, Workday.

- Simultaneously support a variety of projects across multiple entertainment channels & technologies.
- Developed and maintain process workflow documents to support visual brand identity, business plans, production schedules and creative deliveries.
- Propose continuous process improvements to promote efficiency across

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teams.

- Develop and design visual aid presentations and demonstrations.
- Oversee team capacity and allocate team resources to best reach projected milestone dates.
- Interact with brand assurance teams, Ops, and Product Managers to ensure products meet quality standards.
- Actively monitor project risks and scope creep to foresee/identify potential problems and proactively identify solutions to address them in advance.
- Research and guide team members using the latest innovative technologies available to enhance workstreams.
- Teach, coach, mentor team members across global categories on best practices and visual guides curated for specific projects.
- Manage multiple timelines and budgets for the seasonal style guide development and retail pitches.
- Liaise with the Franchise, Sales, Category teams to obtain job starts and creative briefs for all projects to be kicked off with the Creative/Product & Development teams.
- Negotiate timelines and budgets with all parties and keep stakeholders updated on any delivery changes.

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## TRAINING

DARE TO LEAD  
Brene Brown,  
Warner Bros, Los Angeles

WORKFRONT  
Warner Bros, Los Angeles  
2018 -2019

WORDPRESS ESSENTIAL  
Lynda.com

## INTERESTS

Podcasting  
Reading  
Photography  
Blogging  
Researching  
Jiu Jitsu  
Social Media  
Wellness Seminars  
Yoga

## LANGUAGES

English (Native)  
Spanish (Secondary)

## REFERENCE



**ALAN FLOYD**  
Manager, Beyonce  
**Parkwood Entertainment**  
AVAILABLE UPON REQUEST



**MARIE MASAKAYAN**  
Vice President, Operations  
**NBC / Universal**  
AVAILABLE UPON REQUEST



**MARY EMERSON**  
Chief Financial Officer  
**Emerson Knives, Inc**  
AVAILABLE UPON REQUEST



**DORA CERILLOS**  
Owner  
**Matching Principles**  
AVAILABLE UPON REQUEST