

Sandra Ponce de León

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- Senior data-driven marketing executive passionate about building, launching and growing innovative technology solutions.
- Silicon Valley veteran with influential tech network and strategic business development perspective.
- Executive responsible for building teams, developing go to market strategies and leading positioning.

Experienced growth and retention specialist able to leverage extensive marketing toolbox:

- Mobile ASO
- Paid Search / SEO
- Webinars / Events
- Media Planning
- Video / Podcasting
- Email
- Social Media
- Content Marketing
- Analytics / KPIs
- PR / Influencers

EXPERIENCE:

Solopreneur Marketing Consultant and Startup Advisor

Aug. 2015 - present

- Developed marketing strategy, positioning and PR for numerous clients including: verve.ai, HumansforAI, SpeakMusic, Tanoshi, SiDOG Entertainment, Phunware, K2-Inc, Blue Frontiers
- Active content producer through [Popping the Bubbl](#), [#LatinaGeeks](#)
- Event producer SF New Tech. Panelist and speaker with Mentorkind, Rocketspace, SF State, IndieBio on Startup marketing practices.

Lifetime Memori Inc. - San Francisco, CA

Sept. 2013 – Aug. 2015

Lifetime Memori Inc. is a mobile app developer developing secure, encrypted photo storage solutions.

Cofounder

- Led branding & launch strategies for consumer iOS/Android apps: > 350K installs, 50k daily actives.
- Defined and managed team to business KPIs through lean methodologies and testing.
- Secured limited spot for first generation watch app development through Apple.
- Worked with PR to secure coverage: Today Show, CNET, Cosmo, USA Today, Elvis Duran and Official Photo App of MacWorld 2014.

Brightidea - San Francisco, CA

Aug. 2012 – Aug. 2013

SaaS software that manages innovation process for F500 companies through crowd-sourced ideation.

VP of Marketing

Executive responsible for developing key messaging, lead generation and industry leadership.

- Refined lead generation pipeline MQL to SQL for qualification and sales follow up leading to >15% QTR over QTR growth.
- Developed and kicked off customer life-cycle automated email campaigns after extensive consumer persona, profiling and mapping exercises.
- Led analyst process resulting in "Leader" status in Innovation Management for Forrester Wave 2013.

Socialtext (acquired by PeopleFluent) - Palo Alto, CA

***Nov. 2011 – Aug. 2012**

Enterprise social software company that helps employees connect, communicate and collaborate better.

Director of Marketing

- Led company's marketing efforts through private equity acquisition by PeopleFluent.
- Developed communications, social, growth, community and product marketing strategies.
- Managed key vendor / analyst relations with Gartner, Forrester and multiple research firms.
- Created communications strategy resulting in coverage in Forbes, Techcrunch, Macworld, Infoweek, Silicon Valley Business Journal and awards: TIE50, Constellation Research, KMWorld.
- Developed webinar program profiling Motley Fool, Blue Man Group, Ogilvy, McKesson and more.

HipLogic (acquired by Zynga) - Fremont, CA

***Nov. 2010 – June 2011**

Android launcher and content platform sold as a white-label offering to OEMs and carriers.

VP of Marketing

- Executive team member responsible for branding, product positioning, messaging and integrated marketing communications programs designed to acquire global consumer and business customers.
- Successfully launched consumer Android app (*Spark) over 500K downloads in 4-month period. Developed social media strategy and grew social channels by 10x.

- Managed international teams launch coverage in PCWorld, TechCrunch, Stuff and other established tech and consumer publications. Wrote exec bylines published in iMedia and Mobile Marketer. National awards recognition in TIE50, AlwaysOn Top 100 OnMobile, TeamAndroid Choice Awards, AppCircus Finalist, Stevie Business Awards finalist.
- Led marketing strategy: mobile ad planning, events, consumer focus groups, competitive analysis, B2B newsletter development, viral strategies, Salesforce lifecycle planning and dashboard creation.

SPdL Marketing Strategies (acquired by HipLogic) - San Francisco, CA *Nov. 2009 – Nov. 2010

Marketing and social media consultancy focused on development and execution of marketing and go-to-market strategies for tech start-ups.

Founder / Principal

- Developed Go-To-Market strategy for shopping focused app (acquired by Shopping.com). Product positioning, market research, customer segmentation and content development.
- Created content marketing strategy, developed organizational structure, hired and trained team to execute content creation, curation and syndication.
- Launched video blog series and interviewed series of industry influencers - [VIPVino](#)

BuzzLogic (Twelfold Media) - San Francisco, CA

Sept. 2007 – Nov. 2009

Social Media Company connecting brands with passionate consumers engaged with social content.

Senior Director of Marketing

- Led acquisition efforts for advertisers and blogger recruitment for newly launched ad network.
- Created brand awareness vehicles that created close ties with well-known industry luminaries.
- Conceptualized and led independent research to support company positioning with consumer data.
- Managed website updates, managed vendors to deliver SEO / CMS site and CRM integration.
- Created and implemented tracking framework. Developed lead lifecycle processes for sales pipeline, LTV, and other KPIs. Managed media and creative agencies for acquisition campaigns.
- IAB advisory role resulting in publication of BuzzLogic defined social media metrics.

LookSmart - San Francisco, CA

May 2004 – Sept. 2007

Search engine and network providing Pay-per-click advertising and technology solutions.

Senior Marketing Manager

- Led creative teams in development: Website, email, collateral, media, testimonials, and case studies.
- Drove analytics implementation efforts to drive performance-based conclusions in spend (\$2 million budget). Defined and implemented analytics programs to measure ROI for all acquisition.
- Planned, executed and seasonally aligned online marketing programs such as PPC, online banners, and Webinars. Continuous testing, measurement, & optimization resulting in 300% increase in average spend for advertisers in 9-month period (Feb 06 – Oct 06).
- Developed cohesive national trade-show strategy resulting in 290% year-end ROI (2006).
- Developed lead lifecycle programs to grow sales pipeline. Demonstrated continuous qtr / qtr growth in SQL (sales qualified leads).

Open Harbor - San Carlos, CA

May 2000 – Oct. 2002

SaaS provider of international trade management solutions to F1000 companies and their supply chains.

Marketing Programs Manager

- Wrote and edited collateral, white papers, proposals and various corporate materials.
- Managed all logistical elements and lead generation directives for national trade show circuit.
- Successfully submitted for CommerceNet grant resulting in monetary award of \$100,000.
- Led University-backed research to gain awareness of global supply-chain purchase decisions.

EDUCATION:

UC Santa Cruz, Santa Cruz, California, B.A. Global Economics

University of Bologna, Bologna, Italy; Education Abroad Program

STACK: Audacity, Buffer, ExactTarget, Eventbrite, Flurry, G. Analytics, Hootsuite, Hubspot, iMovie, Marketo, Mailchimp, Meetup, Salesforce, Slack, SugarCRM, SurveyMonkey, Wix, Wordpress

PERSONAL: Fluent in Spanish and conversational Italian. Enjoy traveling, fitness and jewelry design.

* Company was acquired while in role.