

# EUNICE QUEZON

Senior Strategist | Marketing Strategy & Growth

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## PROFESSIONAL SUMMARY

15+ years driving marketing strategy and growth initiatives across digital entertainment, eCommerce, and AI-powered platforms orchestrating integrated campaigns, brand experiences, and customer lifecycle programs that deliver measurable business impact. Expert in building omni-channel marketing ecosystems, CRM automation frameworks, and data-driven GTM strategies that drive acquisition, engagement, and retention. Known for translating brand vision into executable marketing roadmaps that unite creative, technology, and analytics teams around shared growth objectives.

## TECHNICAL SKILLS & EXPERTISE

- **Marketing Strategy:** GTM strategy, brand positioning, messaging frameworks, campaign planning, omni-channel orchestration, customer journey mapping
- **CRM & Marketing Automation:** HubSpot (with AI agents), Marketo, Salesforce Marketing Cloud, lead nurturing, lifecycle marketing, behavioral triggers, email automation
- **AI-Powered Marketing Tools:** Scrumball (social media omni-channel), HubSpot AI agents, Jasper AI, Copy.ai, ChatGPT for marketing, AI content optimization, predictive analytics
- **Growth & Acquisition:** User acquisition, conversion optimization, retention programs, referral mechanics, viral growth strategies, A/B testing
- **Analytics & Data:** Marketing attribution, customer segmentation, LTV modeling, campaign analytics, GA4, Amplitude, Mixpanel, Tableau, SQL, Python
- **Automation & Workflows:** Zapier, n8n, LangChain, Amazon Bedrock, workflow automation, integration platforms

## PROFESSIONAL EXPERIENCE

### Principal Marketing Strategist, AI & Automation

*Story Architechs / Remote*

*May 2023 – Present*

Led enterprise automation programs for Fortune 100, semiconductor, and business services clients, managing multi-million-dollar budgets and cross-functional teams of 25–50+ staff.

- **Built end-to-end CRM automation** in HubSpot with AI agents encompassing subscriber stage to evangelist stage, including comprehensive GTM strategy, AI-powered lead nurturing workflows, and conversion optimization
- **Designed multi-channel marketing automation ecosystems** leveraging Scrumball for social media omni-channel coordination, integrating email, social, content, and paid campaigns with customer journey mapping and behavioral triggers
- **Implemented AI-powered content optimization** using Jasper AI, Copy.ai, and ChatGPT for marketing copy generation, testing, and personalization at scale
- **Developed data-driven GTM strategies for enterprise clients** launching new products, coordinating positioning, messaging, channel strategy, and launch execution
- **Created customer segmentation frameworks** with predictive analytics and AI-powered personalization strategies increasing engagement rates by 40% and conversion rates by 35%
- **Implemented marketing analytics dashboards** tracking acquisition costs, lifetime value, retention metrics, and attribution across multi-touch customer journeys

### Executive Director of Product, Immersive Experiences

*Ozone Metaverse / Remote*

*May 2023 – Dec 2024*

Drove integrated marketing strategy and brand partnerships across GenAI-powered metaverse platforms, managing high-profile IP campaigns and immersive brand activations.

- **Led marketing strategy for high-profile brand partnerships** including Barbie World and Ghostbusters & Ghouls City, coordinating integrated campaigns across paid, owned, and earned channels

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- **Developed positioning and messaging frameworks** for virtual movie theater ecosystem, creating brand differentiation and value propositions that generated new revenue streams
- **Built data-driven personalization engine** delivering hyper-personalized product recommendations and content experiences, resulting in significant conversion increases

## Marketing Strategy Manager, Consumer Experience Group

Warner Bros., Inc. | Burbank, CA

Nov 2018 – Aug 2022

Orchestrated omni-channel marketing strategies for flagship entertainment IPs including DC Comics, Harry Potter, and Looney Tunes, driving global brand growth across 13 markets.

- **Scaled global brand marketing initiatives** through data-informed roadmaps, coordinating integrated campaigns across digital, retail, experiential, and social channels
- **Built unified customer identity framework** implementing SSO and cross-platform marketing attribution, increasing fan engagement and enabling personalized omni-channel experiences
- **Launched integrated eCommerce marketing program** achieving \$15M Q1 revenue and 250% growth through coordinated product launches, influencer partnerships, and paid acquisition campaigns

## Senior Product Marketing Manager, Home Entertainment

Warner Bros., Inc. | Burbank, CA

Nov 2016 – Aug 2022

Led product marketing and growth initiatives for cross-studio streaming platform, driving user acquisition, engagement, and monetization strategies.

- **Managed GTM strategy** for Movies Anywhere platform launch coordinating positioning, messaging, and multi-channel campaigns across 7 studio partners and 5 retail platforms
- **Developed "Watch Together" feature marketing campaign** with integrated messaging and social promotion, boosting user engagement by 40% through viral referral programs
- **Launched "Screen Pass" acquisition program** with referral mechanics and retention triggers, increasing subscriptions by 28% and retention by 34%

## TOOL PROFICIENCY

- **Marketing Automation & CRM:** HubSpot (with AI agents), Marketo, Salesforce Marketing Cloud, Pardot, ActiveCampaign, Braze, Iterable
- **AI-Powered Marketing Tools:** Scrumball (social media omni-channel), HubSpot AI agents, Jasper AI, Copy.ai, ChatGPT for marketing, AI content optimization, predictive analytics
- **Analytics & Data:** Google Analytics 4, Amplitude, Mixpanel, Tableau, Looker, SQL, Python, Segment
- **Automation & Workflows:** Zapier, n8n, LangChain, Amazon Bedrock, IBM Watsonx, workflow automation, integration platforms
- **Campaign & Project Management:** Airtable, Jira, Asana, Monday.com, campaign orchestration, cross-functional coordination
- **Social Media & Content Tools:** Hootsuite, Sprout Social, Buffer, social listening tools, content scheduling platforms

## EDUCATION & CERTIFICATIONS

**Enterprise Automation:** UiPath Advanced Developer, Automation Anywhere Master Certified, IBM RPA Developer Certified, Process Mining Specialist | **AI & Innovation:** AI for Everyone (Coursera), AWS AI/ML Specialty | **Leadership:** Certified Scrum Product Owner and Master (Scrum Alliance), ITIL v3, Six Sigma Green Belt | **Education:** UCLA/Sorbonne, BA Film Studies/French

View full tools list and portfolio: <https://eunicemquezon.com/resume>