



Lucio Maramba

Long Beach, CA | 310-849-6563 | lucio@maramba.com

SENIOR ANALYST ~ DIRECTOR OF OPERATIONS ~ SENIOR ACCOUNT EXECUTIVE

Dynamic veteran management professional offering extensive leadership of project initiatives with focus on client relationship building, campaign management, and contract negotiation.

PROFESSIONAL PROFILE

Accomplished and results-driven Analytics and Operations professional with a creative edge and outlook, offering 20+ years of unparalleled experience with campaign optimization, complex multi-variate analysis, vendor and agency management, call center management, and digital integration within the Direct Response space. Strategic thinker focused on client satisfaction, with the ability to take projects full cycle from conception to implementation. An expert at developing procedures to efficiently support clients and their campaign objectives by employing process improvements based on data-driven solutions. Expert analyst with extensive experience in designing custom client-facing and internal reporting for regular project analysis and monitoring. Effective at collaborating with clients to identify any roadblocks to project success, and systematically removing those barriers by drawing on extensive technical expertise and analytical skills. Adept in managing simultaneous activities, handling frequent complex situations, and quickly solving problems. Expert presenter, negotiator, able to forge solid relationships and build consensus across multiple organizational levels. Particularly strong relationship management, team building, and general business acumen, with a verifiable track record of success and progression. An analytical and critical thinker with personal integrity, the ability to independently set priorities, and keep high standards of professionalism.

Areas of Key Impact:

Business Operations | Strategic Planning & Implementation | Operational Team Management | Creating Systems
Proven Leadership | Impactful Communication | Process Improvement | Customer Service | Operations Management
Industry Thought-Leader | Identifying Solutions | Data & Custom Reporting | Tracking Systems

Technical Proficiencies:

Mac, iOS & Windows Platforms | Microsoft Office Suite | Salesforce | NetSuite | Tableau | COREmedia | Google Analytics
AVID Pro Tools | Catalyst Airdate Management System | Wrike | SQL Queries | Claritas Segmentation

Creative Skills: Audio Producer, Recording Engineer, Guitarist, Professional Singer

HIGHLIGHTS

- ✓ Managed sophisticated cross-functional relationships by analyzing all aspects of a client's business to ensure campaign goals and intentions were successful and within/under budget.
- ✓ Responsible for the logistical setup and results management of over 9,000 accounts, representing more than \$1.6 Billion in gross media billing and resulting in over \$2 Billion in client Direct Response income.
- ✓ Advocate for the interests of clients in matters of technical discrepancies with database vendors, telemarketing agencies and broadcast verification services, achieving positive and equitable results for the clients.
- ✓ Successfully created and managed the Research & Analytics department in addition to the Swing Tracking department to better augment Mercury's stable of client services.
- ✓ Consolidated 3 separate Tracking departments (Longform, Shortform, and Internet) into one integrated department, boosting efficiency, standardizing procedures, and cutting overall costs.
- ✓ Adept at successfully interfacing with clients, staff, vendors, and potential business partners.
- ✓ Drove strategic decision making by evaluating channels and accounts to better understand the overall performance and generated recommendations from the process.
- ✓ Managed and directed a combined staff of over 15 talented individuals ensuring excellent in-house and client technical services were provided.
- ✓ Proven ability to develop relationships effortlessly and build instant rapport among staff and customers/clients.
- ✓ Proactive leader with refined business acumen and exemplary people skills.
- ✓ Facilitate a team approach to achieve organizational objectives, increase productivity and enhance employee morale.

PROFESSIONAL EXPERIENCE

Principal | Analytics, Insight, Integrity Performance Management – Long Beach, CA **2018 – present**
Private consulting business leveraging 21 years of operations and analytics experience to help clients manage their campaigns. Works directly with clients to determine roadblocks to success, and systematically optimizes their campaigns based on insights gleaned from actual data. Oversees and manages client vendors, including Creative Agencies, Media Agencies, Call Centers, Telephony Providers, Fulfillment Centers.

Senior Manager, Campaign Performance Group | Dial800, LLC – Los Angeles, CA **2013 – 2018**
Oversee a portfolio of multimillion-dollar ad campaigns, analyze demographics/buying patterns, and manage call center performance.

- Recruited by Dial800 to create and implement the new and innovative Campaign Performance Group allowing the company to onboard high-touch clients that need in-depth campaign analytics and direction on how to grow campaigns while maximizing performance.
- Designed, implemented and updated technical systems used for tracking and analysis of Direct Response Media campaigns.
- Utilize extensive technical expertise and analytical skills to provide a unique selling point over competitors.
- Continuously combine and leverage extensive operations and campaign management (Direct Response industry knowledge) with the company's robust call routing platform and vast library of numbers to provide the ultimate customer experience.
- Work in conjunction with the Account Management and Customer Care team to provide each client with data-driven analytics, ensuring overall satisfaction for new and existing campaigns.
- Strategically and continuously bring aboard high-touch clients stemming from current and past industry contacts, assisting them with growing their campaigns and educating them on maximizing performance.
- Develop actionable recommendations and create and deliver presentations to the executive team on maximizing client growth.

Mercury Media, Inc. (Various Positions) – Santa Monica, CA **1997 - 2013**
Director of Operations, Mercury Media en Español - (2011 – 2013)
Director of Research & Tracking - (2005 – 2011)
Tracking & Logistics Manager – (2001 – 2005)
Shortform Tracking Manager – (2000 – 2001)
Teleservice Coordinator – (1999 – 2000)
Senior Tracker – (1998 - 1999)
Media Tracker – (1997 – 1998)

- Directly oversaw the Tracking, Research & Analysis, and Data Entry departments, with a combined staff of over 15 individuals responsible for providing excellent in-house and client technical services.
- Regularly designed, implemented, and updated internal systems for tracking and analysis of Direct Response media campaigns.
- Coordinated and oversaw the logistics and proper setup of all new accounts with multiple vendors both prior to and during the run of various promotions.
- Completed ongoing audits and reconciliations on client response data for accuracy, and configured detailed reports for the clients.
- Researched the latest technologies for client optimization and negotiated all corresponding contracts.
- Resolved technical problems affecting the integrity of response data through direct interaction with telemarketing agencies and their IT/Data Centers.
- Engaged in creative review of Direct Response infomercials and spots to maximize effectiveness in test/roll-out and provided feedback to clients.
- Thoroughly reviewed telemarketer operator scripts and provided feedback and/or edits when necessary.
- Verified the integrity and accuracy of all incoming responses to produced data.

CREATIVE EXPERIENCE

Audio Producer | Gay Men's Chorus of Los Angeles – Los Angeles, CA **2003 – Present**
Responsible for all audio during recording sessions, rehearsals & performances. Producer of 5 GMCLA albums: "Holiday Spectacular" (2018), "I Rise" (2017), "Best.Holiday.Ever" (2015), "GMCLALive" (2011), "Holidays" (2007). Sound Designer for the GMCLA *it gets better* National Tour.

Architect Intern | John Friedman Alice Kim Architects – Los Angeles, CA **1996 – 1997**
Architect Intern | O'Leary Terasawa Partners – Los Angeles, CA **1994 – 1996**

EDUCATION

University of Southern California, Los Angeles, CA
School of Architecture **1993-1996**
* Course work towards Bachelor's of Architecture (BARCH) degree
* 3.4 GPA at time of departure
* President of the Architecture School's Student Council

PROFESSIONAL REFERENCES

Dan Danielson, Co-Chairman

Mercury Media
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