

Val Portela

Marketing Leader | Experiential Marketing - Communication - Innovation

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Igniting Growth Through Strategic Partnerships, Branded Events and Communication

A progressive, results-driven Marketing Event Leader credited with transforming the landscape of broadcast media marketing. Proven track record identifying new revenue streams through events. Expert in brand marketing. Communications / PR impactful storytelling ability. Challenges the status quo. Leverages valuable industry relationships and engages the community to exceed targeted expectations. Fosters a team culture of high-performance, mentorship, and shared success.

KEY SKILLS

Marketing Strategy ■ Communications ■ PR ■ Digital Media ■ Social Media ■ Brand Engagement ■ Event Marketing Promotions ■ Strategic Partnerships ■ Revenue Generation ■ Advertising ■ Community Involvement ■ Champion Change Leadership ■ Relationship Building ■ Training & Development ■ Negotiation ■ Budget Management ■ Fluent in Spanish

PROFESSIONAL EXPERIENCE

VP Marketing and Entertainment, Inc. – New York, NY

11/2009 – Present

MARKETING / PROMOTIONS / PR / SPECIAL EVENTS CONSULTANT

Advise on and lead strategic initiatives for freelance clients specializing in marketing to the Hispanic audience.

Clients & Partners include Queens Theatre, SBS Entertainment, Spanish Broadcasting System.

ESPN Deportes Radio New York – New York, NY

06/2014 – 08/2019

MARKETING & PROMOTIONS SPECIALIST, ESPN DEPORTES 1050AM

Directed marketing strategy and execution to maximize exposure across all channels including social media, digital campaigns, brand partnerships, sponsorships, and events. **Developed internal / external communications strategy branding station, show launches, awards, campaigns, and partners.** Strengthened relationships while building a presence in the Hispanic community. Supervised activation Brand Ambassador teams. Nominated as Marketer of the Year, 2019 (Radio Ink) and winner of Social Media Platform's "Best Personality 2018" (NY State Broadcasters Association).

- **Created a brand for the only Spanish language radio sports station in New York with \$300K budget.**
 - **Negotiated \$500K+ in trade and cross-promotion agreements, reaching 44M+** on major outlets like Telemundo's TeleXitos, Television Dominicana, Centroamerica TV, NY1 Noticias, El Diario, El Especialito, Quisqueya Internacional, NYC Sports News, El Correo, and Boncheurbano.com. **Developed messaging and content to target campaign / programming audiences.**
 - **Raised community event participation 150%**, maintaining on average 20 events annually for 5 years. Saved \$200K+ due to historical community relationships and savvy vendor negotiations. **Created PR messaging for station events and large initiatives.**
 - **Built partnerships with the NY Mets and NY Jets** for ticket giveaways, branded nights at the stadium, onsite activation campaigns, and built upon the "Spanish home of" title.
 - **Synergized music and sports fans with cross-promotional 3rd party agreements** targeting Madison Square Garden, Bronx Expo Center and local venues for signage, giveaways, and onsite activation.
 - **Partnered across divisions on campaigns** with Disney Theatrical, Marvel Films, and ESPN stations.
 - **Created compelling promotions, executing flawlessly** to entice Remy, Jameson, Modelo, Cricket Wireless, Budweiser, Sprint, Dunkin Donuts, and McDonald's to become repeat sponsors.
- **Championed and grew the station's social media presence** capturing a 25% increase in the digital footprint.
- **Penetrated high-density Hispanic areas utilizing a digital mobile truck** and temporary staff to save on costs.

- **Transitioned this tactic to a revenue stream** helping the sales team close \$100K+ in client deals.

People En Español Magazine – New York, NY

03/2010 – 06/2010

FREELANCE SPECIAL EVENTS MANAGER

Promoted signature events and liaised for sponsorship and client activation for “Festival 2010” and “En Concierto”.

- **Expanded impressions to 2.2M+ per event with no additional cost** by negotiating media trade worth \$700K+.

Pulse 87.7 FM – New York, NY

08/2008 – 10/2009

PROMOTIONS DIRECTOR

Prepared and executed a promotional strategy to grow a brand for New York’s only dance radio station. Oversaw a team of 23 to produce branded events and implement integrated marketing campaigns to drive brand awareness.

- **Exploded the audience from 200K to 1M+ in Y1** through social media and word of mouth exposure. Sponsored 30 community events with contests.
- **Reached 2M+ people** partnering with “Pride Parade 2009”, “The Greenwich Village Halloween Parade”, and “National Puerto Rican Day Parade”.

Univision Radio – New York, NY

04/2001 – 05/2005

OPERATIONS & PROMOTIONS DIRECTOR, LATINO MIX 105.9FM / RADIO WADO 1280AM

Led a team of 25 to promote the NY flagship station, Latino Mix 105.9, and Radio WADO 1280am for the largest Spanish-language radio network in the country. Transformed the department into a profit center. Spearheaded strategic, multi-platform, multi-division marketing campaigns and formed key partnerships to broaden reach and boost revenue (both traditional and non-traditional). **Strategized and executed communications and PR initiatives.**

Administered a \$300K budget.

- **Propelled sales to \$11M+ and led the station to the Top 10** in Arbitron (now Nielsen) ratings for target demographics by leaning on former industry and community relationships to gain recognition.
 - **Seized status as Official Radio Network of National Puerto Rican Day Parade** from competitor.
 - **Crafted brand messages to grow awareness** through traditional media and trade partnerships.
- Introduced annual signature events, summer concert series with 225k in attendance, and targeted expos, **driving \$1M+ in revenue.**
- **Re-negotiated event participation pricing reducing community event costs by 40% or \$160K annually.**

Spanish Broadcasting System – New York, NY

05/1998 – 04/2001

PROMOTIONS DIRECTOR, MEGA 97.9FM / AMOR 93.1FM

Directed a team of 20 leading marketing efforts for the top 2 rated Spanish-language radio stations in New York. Initiated client-driven, branded campaigns, product launches, events, partnerships, and guerilla marketing tactics to grow the audience. Instituted and delivered communications / PR messaging for topline exposure at local media.

- **Made Spanish language radio history** supporting Mega 97.9 FM’s climb to #1 radio station in all of NYC.
 - **Conceived and implemented community engagement strategies** to build the brand.
 - Developed partnership opportunities with **Budweiser, Disney, Heineken, Pepsi, and AT&T.**
 - Established recognition as the Official Radio Station of the National Puerto Rican Day Parade garnering national attention. Built partnerships to support 16+ parades in 2 years.
- **Generated a 25% boost in revenue through non-traditional avenues** producing 5 targeted concerts and events with each attracting 35K+ in attendance while expanding marketing reach and improving on execution.
- **Saved \$225K+ in marketing spend** by creatively leveraging 3rd party cross-promotional efforts leading to new sales opportunities and the amplification of our brand.

EDUCATION

Bachelor of Science in Marketing – Rutgers University, NJ