

Diego Figueroa | Brand Marketing Executive

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Proven track record of developing integrated marketing work based on consumer insights that drive category behavior, to change the trajectory of businesses in different categories:

- Facebook's app "More Together" delivered a new way to think about the platform, building an ecosystem under the Facebook app umbrella that guided the work and the way we operated.
- Taco Bell's "Live Mas" repositioning work was more than a communication strategy, it set a new direction for the company based on innovation and unique experience.
- Wingstop's "Where flavor gets its wings" marked the beginning of an exponential company growth achieving 4X stock growth in under 15 months after the repositioning work.

For over a decade, I've been responsible for leading cross-functional teams, working directly with and influencing executive leadership, and designing and implementing brand systems for scale, measured business impact, and accelerated growth.

Experience

Thumbtack | Senior Director, Head of Brand and Creative

Chicago - Remote | 2021 - 2026

- In charge of the Brand Creative, Brand Management, Integrated Marketing, Organic Social, and Production teams responsible for building the company's narrative from business need to final execution.
- Repositioned the Thumbtack brand, designed and implemented the first ever user segmentation and implemented the first brand health tracker
- Responsible of brand, performance and demand-generation metrics and goals, designing strategies and crafting solutions that surpassed company's performance benchmarks while growing our brand health metrics over 30% YoY (4 consecutive years)

Meta | Global Director, Brand Foundations and Strategy- Facebook App

Menlo Park | 2019 - 2021

- Led the brand strategy, social strategy and brand Identity teams, and was responsible for the Facebook app new identity (current), visual system, brand positioning, and designed the new brand architecture for the Facebook app ecosystem: Facebook Watch, Facebook Groups, Facebook Marketplace, Facebook Dating, Facebook Gaming, Facebook Campus
- Partnered with research, data analysis and product teams to identify the growth opportunities for platform engagement at a global scale and guide the "More Together" new global brand positioning.
- In collaboration with the commercial and product teams, delivered a measurement strategy (and first ever Brand L1 metric) to correlate on on-platform brand metrics to business impact and provide that signal for the advertising side of the business.

Leo Burnett | Senior Vice President, Director of Strategy

Chicago - | 2014 - 2019

- Led the Wingstop business strategy and repositioning campaign “Where flavor gets its wings” transforming the company from a niche local cult brand to a national power player. The new company positioning work was directly responsible for the accelerated growth in company value, taking the stock from under \$40 to over \$140 in the following 15 months.
- Worked in partnership with Leo Burnett’s technology department to lead the digital transformation of one of the biggest and long-lasting accounts for the company (Altria - Marlboro)

Dentsu| Global Group Strategy Director

Chicago - | 2012- 2014

- Led the strategy team and responsible for the repositioning for cars.com (Super Bowl campaign)
- Strategy lead for Mondelez snacks accounts, Disney, and the agency’s multicultural practice

FCB | Vice President, Strategy Director

Chicago - | 2010- 2012

- Responsible for the creative strategy and global repositioning for Taco Bell “Live Mas”. More than a tagline, “Live Mas” shifted the company direction into a space of innovation and cultural experience that remains today over a decade after the launch.
- Strategy lead for Coca Cola shopper marketing business. Designed and implemented a partnership program for Sprite centered on Basketball and community outreach working with celebrities like Lebron James.

Education and training

- Stanford’s d.school. Design Thinking on-site workshop | 2016
- Hyper Island Master Class | 2011
- UPC. Peruvian University of Sciences
Bachelor degree in Communications | 1995 - 2000.
Post-Graduated Program | November 2007

Publications and accolades

- From Niche to Mainstream - Contagious magazine | 2015 / presented at SXSW | 2016
- Cannes Silver Lion / Allstate #SendBadLuck | 2015
- Cannes Bronze Lion / Mexican Board of Tourism #ReSelfies | 2015
- Cannes Bronze Lion / Mexican Board of Tourism #SnowGraffiti | 2015
- Effie Silver | Brand Revitalization / SAB Miller | 2007
- Effie Gold | Brand Launch / Scotiabank | 2007
- Grand Effie Brand Launch / Altomayo Coffee | 2003

Additional information

- Vice President of the Board | [Kitchen Possible](#). A development program for underserved children in Chicago. Our mission is to build empowered mindsets in kids through cooking.