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# ALEXANDRA RUIZ SANCHEZ

Dynamic Business Development & Marketing  
Specialist | Innovation & Growth Catalyst

## CORE COMPETENCIES

- Strategic Brand Management
- Destination Marketing and Tourism Management
- Cross-Functional Team Leadership
- Business Development
- Data-Driven Decision Making
- Budget Optimization
- Federal Funds Management
- Insights Driven UX & CX Development
- Performance Metrics & KPI Development
- Media Relations
- Crisis Management
- Stakeholder Engagement

## EDUCATION

**MBA | Neuromarketing**  
OBS-Universitat de Barcelona

**MBA Marketing**  
Universidad del Este

**Biology**  
Universidad de Puerto Rico

## PROFESSIONAL AFFILIATIONS

Puerto Rico Advertising Association,  
Awards Committee

Society of Marketing Executives  
(Puerto Rico), current Board Member

Women Leading Tourism

## LANGUAGES

English  
Spanish

## PROFESSIONAL SUMMARY

Dynamic marketing executive with extensive experience across both private and public sectors, recognized for driving growth and innovation even in complex, high-stakes environments. Skilled in harnessing data analytics to build growth through marketplace insights, strategy development and resources optimization. A proven leader in people management, fostering high-performing, cross-functional teams aligned with organizational goals. Demonstrated success in developing impactful marketing programs, managing multi-functional teams, leveraging partnerships, and creating customer-centric solutions to maximize reach and engagement.

## WORK EXPERIENCE

**August 2021- present**

**Puerto Rico Tourism Company | San Juan, PR**  
**Chief Marketing Officer**

- Spearheaded comprehensive marketing initiatives aligned with Puerto Rico Tourism Company's mission, enhancing Puerto Rico's brand as a premier travel destination. Reported to the Executive Director and served as an official spokesperson for media and engagements.
- Managed six divisions- Communications, Advertising, Special Events, Regional Offices, Air & Maritime Access, and Tourism Operations- a team of 42, cultivating a collaborative and high-performance culture through regular mentorship, performance evaluations, and development programs, boosting efficiency and team alignment with strategic goals.
- Expanded the "Voy Turisteando" brand through rebranding, digitalization, and the launch of a mobile app with Puerto Rico's first tourism loyalty program. This award-winning campaign led to 16 accolades, including Best UX/UI and Brand of the Year.
- Successfully rebranded and relaunched all 12 institutional programs, including AgroTourism and EcoTourism, and led affiliate growth initiatives for these as part of an expansion strategy.
- Enhanced Market Connectivity: Increased Puerto Rico's air connectivity by 72% since 2019, adding over 180 flights to 54+ destinations and expanding South America and Caribbean access, contributing significantly to the tourism economy, and supporting these partnerships via holistic cooperative agreements and media plans.
- Conceptualized and organized partnerships, sponsorships and proprietary events, such as the "Next: Puerto Rico Tourism Summit," "Tourism Innovation Summit", and "Puerto Rico Sí"- educational programs and research initiatives, further promoting tourism sector growth and knowledge-sharing. These programs trained over 20,000 professionals and investors within Puerto Rico's tourism ecosystem in Quality of Service best practices.
- Oversaw a \$65MM budget and additional \$20MM federal grants, achieving a 15% savings year-over-year by optimizing RFP processes and enforcing competitive practices.

## ○ August 2018- August 2021

**Contáctica | San Juan, PR**

### **MARKETING & COMMERCIAL DIRECTOR**

- Directed and supervised four internal commercial divisions, spearheading Business Development initiatives tailored to the local Puerto Rico market. Offered a spectrum of services ranging from fractional/outsourced marketing management to comprehensive advertising solutions.
- Achieved consistent year-over-year income growth and maintained robust operating margins, meticulously tracked through comprehensive P&L analysis.
- Managed expenditures exceeding \$4MM across working and non-working budgets for various Consumer Packaged Goods (CPG) brands.
- Delivered exceptional results, evidenced by a remarkable 257% income growth since assuming the role and achieving a record-breaking 23% net profit for FY21.
- Formulated omni-channel marketing strategies with a digital-first orientation to empower brands, orchestrating meticulously planned campaigns and tactics that consistently surpassed client Key Performance Indicators (KPIs) and elevated overall satisfaction.
- Supervised a team of five direct reports sourced internally from diverse business units including Data Intelligence, Media, AdTech, and Web/Audiovisual Production.
- Played a pivotal role in optimizing company-wide processes and internal planning, actively contributing to strategic projects aimed at fostering an enriching company culture and expanding regional market presence beyond Puerto Rico.
- Nurtured and sustained robust relationships with key stakeholders from notable companies such as Pepsico Puerto Rico & Eastern Caribbean, Doordash, Mighty Swell, and Barilla.
- Proactively identified opportunities to expand account scope and spearheaded the initiation of new projects and campaigns to drive continued growth and client satisfaction.

## ○ August 2016- August 2018

**Grey Group | San Juan, PR- New York, NY**

### **SENIOR ACCOUNT MANAGER**

- Led the charge on diverse 360-degree campaigns and strategic maneuvers, seamlessly blending offline and online tactics for impactful brand advertising.
- Directed a high-performing team of 3, overseeing their activities and driving exceptional results.
- Transformed performance data analyses into actionable consumer insights, driving informed decision-making.
- Leveraged extensive expertise to optimize production across TV, radio, OOH, digital, and social content, including owned digital platforms and websites.
- Managed and allocated a \$5M budget, ensuring effective utilization for maximum impact.
- Spearheaded a remarkable \$950K increase in sales within 15 months, while achieving a 9% cost reduction compared to the previous year and a 5% increase in ROI.
- Primarily focused on elevating the Walgreens Co. account, with additional contributions to Procter and Gamble and Glaxo Smith Kline on a smaller scale.

**March 2013- August 2016**

**J. Walter Thompson | San Juan, PR**

### **SENIOR ACCOUNT MANAGER**

- Orchestrated the end-to-end execution and assessment of dynamic brand advertising campaigns and activations, ensuring their effectiveness and impact.
- Developed and executed Digital, Trade, & Shopper Marketing strategies, seamlessly integrating with initiatives and event production to drive comprehensive brand engagement.
- Utilized extensive expertise in TV, radio, OOH, and print productions to deliver tailored and insightful guidance across multiple platforms.
- Played a pivotal role as a mentor in the annual Summer Pioneers Internship Program, fostering growth and development within the team.
- Expertly managed key accounts including Nestlé, Banco Popular de Puerto Rico, KraftHeinz, ConAgra Foods, and Susan G. Komen, nurturing strong client relationships and driving successful outcomes.

**October 2006- March 2013**

**James Thordsen Inc. | San Juan, PR**

### **ACCOUNT EXECUTIVE**

- Led the strategic planning and execution of activations, promotional strategies, visual merchandising, and retail branding, guaranteeing cohesive content, voice, and style alignment.
- Offered guidance and direction to an internal promotions team, comprising 2 full-time direct reports and over 50 freelance promoters, ensuring seamless execution and optimal performance.
- Conducted comprehensive performance evaluations of team members, delivering personalized feedback and fostering continuous improvement.
- Maintained vigilant oversight of key accounts including DPSG-7UP, T-Mobile Puerto Rico, Chrysler Puerto Rico, Citi Financial, 20th Century Fox, and the Puerto Rico Gasoline Detailers Association, driving successful outcomes and maintaining strong client relationships.

## **AWARD WINNING CAMPAIGNS**

### **PREMIOS CÚSPIDE**

#### **PUERTO RICO ADVERTISING ASSOCIATION**

- Voy Turisteando- Una Isla 78 Destinos
  - Silver, Communication Results, 2022
  - Bronze, Promo Activation & Business Results, 2022
- Voy Turisteando- Isla Aventura
  - Silver, Integrated Marketing Campaign, 2023
- Voy Turisteando (brand)
  - Gold- sustained success 3+ years, 2023

### **SUNCOAST EMMYS**

Shortlist, Religion- Short Format Content, 2023 & 2024

### **CANNES LIONS**

My Bank, My Space (Banco Popular) 2014  
The Greatest Battle (Susan G. Komen) 2015

### **WOMEN LEADING TOURISM**

Distinguished Leader of the Year, 2024

### **UN TOURISM AWARDS- AMERICAS REGION**

Exceptional Sustainable Tourism Program, 2021

### **SME PUERTO RICO**

- Una Isla 78 Destinos
  - Gold, Multichannel Marketing, 2022
  - Silver, Experiential Marketing, 2022
  - Bronze, Social Media Marketing, 2022
- Tumba La Tiraera
  - Influencer Marketing, 2022
- Ruta de Turismo Religioso
  - Bronze, Branded Content Series, 2023
- Pasaporte a la Aventura
  - Gold, Digital User Experience and Interface Design (UX/UI), 2024
  - Gold, Tech Solution Development, 2024
  - Silver- Multichannel Marketing, 2024