

MARILIA ORTIZ

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SENIOR MARKETING MANAGER | DIRECTOR OF MARKETING | ACCOUNT DIRECTOR

Bilingual EN/ES | Multicultural Marketing | AI-Driven Growth | Marketing Operations & PMO

PROFESSIONAL SUMMARY

Bilingual marketing leader with 20+ years of experience driving integrated campaigns, managing global client and partner teams, and delivering multicultural growth for Fortune 500 brands. Deep agency-side expertise across MARKS (LEGO), iProspect / Dentsu (LinkedIn, Hilton, Anthem), Epsilon (MARS, Clorox), and Dieste (AT&T Latino, DirecTV), combined with hands-on AI fluency, building custom AI agents and automating marketing workflows using ChatGPT, Claude, Manus, Notion, and Base44. Proven leader of multimillion-dollar paid media budgets, multicultural campaigns across US, EMEA and LATAM markets, and distributed remote teams. Currently serving as Fractional CMO; open to Senior Manager, Director, Account Director, or Multicultural Marketing roles.

CORE STRENGTHS

- Multicultural & Bilingual Marketing | Hispanic-Market Campaigns | U.S. + LATAM Strategy
- Integrated Campaign Management | Brand Strategy | Client & Account Leadership
- AI-Driven Marketing & Workflow Automation | Custom AI Agent Development
- AI Tools: ChatGPT, Gemin, Claude, Manus, Notion AI, Base44, Jasper
- Paid Media Planning | SEO, GEO | Email Marketing | Content Strategy | Funnel Optimization
- CRM & Automation: HubSpot, Salesforce, Systeme.io, ConvertKit, Flodesk, ManyChat, ClickFunnels, Kajabi
- Martech & Analytics: GA4, Meta Ads, LinkedIn Ads, Google Ads, Mediaocean, Xandr, Tableau
- Marketing Operations & PMO: Asana, Workfront, Trello, Slack, Microsoft Teams, Google Workspace
- Budget Management: \$3M+ in annual paid media spend | Team Leadership: 12 direct reports + 30 volunteers

PROFESSIONAL EXPERIENCE

Hall Construction & Remodeling (Remote) — Fractional CMO, 2024 – Present

- Lead end-to-end marketing strategy, brand positioning, and demand generation for a new residential construction company.
- Built website and local SEO and GEO foundation; manage Google Business Profile and online presence to grow qualified inbound leads.
- Launched and manage Google and Meta paid ad campaigns to fuel new project inquiries and pipeline growth.
- Built AI-powered lead intake and CRM workflow integrating ChatGPT, Claude, Manus and Notion to accelerate follow-up and improve lead-to-consult conversion.
- Deployed custom AI agents for content generation, social posting, and client follow-up systemizing marketing operations with a lean team and budget.

Marilia Ortiz Coaching (Remote) — Founder, Marketing Strategist & AI Consultant, 2016 – Present

- Built and scaled a digital coaching brand serving women launching online businesses, monetizing through digital products, masterminds, and 1:1 coaching.
- Architect evergreen funnels, email sequences, and content systems that drive consistent list growth and lead-to-customer conversion.
- Build custom AI agents and automation systems using ChatGPT, Gemini, Claude, Manus, Notion, and Base44, including content engines, lead qualification bots, and personalized client onboarding flows.
- Currently re-launching coaching offering and a new AI-powered marketing mastermind for women entrepreneurs.

MARKS | LEGO (Remote) — Senior Project Manager, Jan – Jun 2024 (Contract)

- Client facing position where I led multi-market campaign execution and delivery for LEGO across the U.S. and Canada, managing production budgets and integrated activations.
- Coordinated assets, timelines, and internal + external partner teams to ship campaigns on time, on brand, and on budget.

- Ensured strategic consistency and marketing excellence across every activation.

iProspect / Dentsu (Remote) — Sr. Digital Project Manager, PMO, 2021 – 2023

Clients: LinkedIn (Global), Hilton, Anthem

- Directed omnichannel marketing execution across global markets for Fortune 500 clients.
- Managed \$3M+ in annual paid media spend, partnering with media, creative, and analytics teams to optimize ROI and customer acquisition.
- Collaborated with stakeholders across EMEA, NAMER, and LATAM to scale campaigns at global scale.
- Trained and managed performance reviews for direct reports.

Epsilon (Remote) — Account Supervisor, 2016 – 2017

Clients: MARS, Clorox, GMC, The Wine Group

- Led integrated marketing campaigns and brand strategy for national CPG brands.
- Directed multi-agency collaboration and presented RFPs, creative and media strategies to clients.
- Oversaw multicultural campaigns from concept through execution.

Dieste (Dallas, TX) — Sr. Account Executive, 2015 – 2016

Clients: AT&T Latino - Wireless & U-Verse, DirecTV

- Managed client + agency partners communication, presentations and strategy discussions.
- Managed multicultural marketing campaigns for AT&T across digital and social platforms.
- Partnered with creative, media, and analytics teams to launch data-driven Hispanic-market campaigns.

The Salvation Army (Dallas, TX) — Development Director, 2013 – 2015

- Directed seasonal corporate fundraising and integrated marketing for the Angel Tree Program; managed 12 direct reports and 30+ volunteers.
- Oversaw PR, social, and community outreach leading 15+ trainings across the DFW market.

Dallas Market Center (Dallas, TX) — Manager, International Business Development, 2009 – 2013

- Built international marketing programs for retail and wholesale trade shows across lifestyle, home, floral, lighting and fashion verticals; managed vendor outreach, PR coordination, and buyer incentives for global clients.
- Managed budget, CRM databases and communication between marketing, travel and leasing/sales departments.

City of Dallas (Dallas, TX) — Events Coordinator | Latino Cultural Center, 2007 – 2008

- Managed events, marketing, partnerships, and press for city-sponsored cultural community programs.

EDUCATION & CREDENTIALS

- BA in Communications – Advertising, Sagrado Corazón University, Puerto Rico (2003) | MBA Coursework, University of Phoenix (30 credits) | MA Coursework in Media & Communications, DTS (15 credits)
- Scrum Master Certified (2022) | Life & Business Coaching Certifications, Evercoach (2021)

COMMUNITY & VOLUNTEER: Past Member, Hispanic Chamber of Commerce • Volunteer, Tri-City Animal Shelter & Food Bank

*Authorized to work in the U.S. | Open to Senior Manager, Director, Account Director, and Multicultural Marketing roles (Remote)
| Fluent in English & Spanish*