

SEBASTIAN IBARRA

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SUMMARY

Marketing strategy leader focused on product launches and scalable systems connecting brand, product, and growth. 10+ years aligning cross-functional teams to drive measurable impact. AI-native and Web3-fluent, with experience across the US, LATAM, and Europe.

CORE SKILLS

Strategy & Launch Planning: Multichannel Campaigns • Brand & Product Launches • Full-Funnel Strategy • Go-to-Market (GTM).

Team Leadership: Team Building & Mentorship • Cross-Functional Alignment • Creative Briefs • Consumer Insights • AI & Web3 Integration.

Tools & Platforms: Tableau • Global Web Index • MRI Simmons • Sprinklr • Salesforce • Helixa • Notion • Figma • Talkwalker • Sprout Social • Waldo • Vivvix • Adobe Creative Suite • Claude • ChatGPT • Midjourney • Canva • Manus • V0 • Runway • ElevenLabs • Linear • GitHub • GA4.

EXPERIENCE

Independent Marketing & Communications Strategy Consultant | April 2026 – Present — New York, NY

- **Nelo (Fintech) | Fractional Senior Marketing Manager**
 - Directed brand, social, and PR strategy, integrating awareness and performance to support CAC efficiency.
- **LERMA/ | Fractional Brand Strategy Director**
 - Shaped consumer research, audience strategy, and integrated brand development for multicultural communications.

The Martin Agency (Omnicom Group) — New York, NY

Communications Planning Director | June 2025 – April 2026

Clients: **GEICO, TIAA, OREO**

- Led integrated marketing and comms strategy, shaping campaigns and overseeing 250-300 monthly assets.
- Activated creator and partnership ecosystems to extend campaign reach, engagement (+20-30% social lift), and brand trust.
- Developed lifecycle-driven frameworks across social, CTV, audio, digital, and partnerships to guide cross-channel execution.
- Orchestrated IAT collaboration across creative, media, PR, analytics, and client teams to align narrative and delivery.
- Deployed AI tools and agents to streamline planning workflows; integrated GEO strategies to improve AI-driven discoverability.

CV Labs — Zug, Switzerland

Ecosystem Participant / Independent Contributor - Strategy & Communications (Contract) | January 2025 – June 2025

- Advised 16 VC-backed startups on positioning and go-to-market strategy within the Swiss blockchain ecosystem.

22Squared — Remote

Communications Strategy Director | July 2023 – January 2025

Clients: **Publix, Grammarly, Baskin-Robbins**

- Developed integrated marketing strategies across paid, owned, and earned channels, aligning brand with performance.
- Led Baskin-Robbins rebrand, driving +20% engagement and +15% sales.
- Optimized Grammarly CRM, increasing open rates by +25% and conversions by +30%.

Miami Ad School — Queens, NY & Miami, FL

Adjunct Lecturer, Social Media Strategy Bootcamp | Nov 2018 – Jun 2024

the community (Publicis Groupe) — New York, NY & Miami, FL

Strategy Director | Feb 2021 – Jun 2023

Clients: **Samsung, Porsche, TikTok, Meta, Verizon, Converse, Oceana, The Alwan Foundation**

- Defined luxury automotive digital marketing strategy across 22 markets, building CRM, web, search, and social frameworks that drove +18-30% growth in qualified leads through targeting and funnel optimization.
- Led regional workshops aligning global and local teams on strategy and implementation.
- Delivered campaigns reaching 2B+ impressions and explored early Web3 initiatives (Samsung 837X, Porsche NFT).

Spark44 (Accenture Song) — New York, NY

Associate Strategy Director | Mar 2019 – Feb 2021 • **Senior Strategist** | Aug 2018 – Mar 2019

Clients: **Jaguar Land Rover**

- Owned CRM, social, and digital strategy across the funnel; built measurement dashboards to optimize performance.
- Drove +59% lead generation and +78% traffic on key campaigns.

Laundry Service (THE TEAM) — Brooklyn, NY

Digital Communications Strategist | Jun 2017 – Aug 2018

Clients: **Bud Light, BMW, Hennessy, Belvedere Vodka**

- Developed GTM and social strategy for Bud Light's "Dilly Dilly," driving 175K+ monthly mentions and 27% category SOV.
- Scaled content and influencer frameworks to increase cultural relevance across campaigns.

R/GA — New York, NY

Digital Brand Strategist | Sep 2016 – Jun 2017 • **Social Media Manager** | Jun 2015 – Sep 2016

Clients: **Mercedes-Benz, Tiffany & Co., Corona Extra, Pacifico Beer**

- Led social and retail communications strategy across 350+ dealerships.
- Established social listening and reporting systems to inform real-time optimization.

EDUCATION

Pratt Institute (AI Design) | **University of Zurich** (CAS, Blockchain) | **Northeastern University** (B.S. Organizational Communication).

LANGUAGES

English – Native/Bilingual | **Spanish** – Native/Bilingual | **French** – Advanced Proficiency.