

HEATHER SUBURU



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Versatile marketing professional with expertise in crafting strategies and executing creative, effective integrated marketing plans. Influential and communicative with the ability to assess situations through multiple stakeholder lenses to identify areas of synergies and drive strategy and execution. An empowering leader who is equal parts creative and pragmatic and thrives in creating a high-performance environment where creativity flourishes and successes are built upon delivering measurable and sustainable goals.

CAREER HISTORY

Petco Health & Wellness Company, Inc.

2022 - Present

The industry leading pet retailer and health and wellness company dedicated to improving the lives of pets, pet parents and employee partners.

Integrated Marketing Leader

Marketing strategy lead for merchandising and omni marketing initiatives that cut across programs and siloes to ensure a customer-centric marketing approach. Responsible for developing positioning statements, value propositions and annual omni marketing strategies that deliver upon numerous departmental goals such as Owned Brands, Nutrition, Dog and Cat Supplies, Companion/Small Animal and Retail Media Network businesses. Guides strategy development and buy-in through a highly matrixed organization to deliver successful integrated marketing plans that ladder up to Petco's enterprise goals and objectives.

- Creates data-driven, omnichannel marketing strategies and campaigns that effectively communicate the unique value proposition of Petco whole-health offerings to consumers while driving acquisition, retention, and brand win-back.
- Responsible for strategy development and leading go-to-marketing efforts of high-priority, omni initiatives such as Supplies to Nutrition Attachment, Healthy Habits, New Pet and Young Family. Leads cross-functional alignment to ensure a strong marketing strategy and plan is delivering on business goals & objectives.
- Collaborates cross-functionally to successfully drive Business Unit goals and margin. Crafts marketing strategies and identifies opportunities to integrate omni whole-health offerings into Petco's enterprise marketing campaigns.
- Utilizes customer insights and research to lead and develop positioning statements and unique value propositions to guide supporting marketing campaigns and initiatives for Supplies, Consumables, Companion Animal and Rural lines of business.
- Leads and develops innovative owned brand repositioning and launch campaigns. Develops data-driven positioning statements and unique value propositions that guide packaging design and supporting marketing campaigns. Ensures cross-functional alignment with senior leadership teams as well as consumer insight, product innovation and creative teams.
- Leads strategy development and integrated marketing plans for strategic vendor brand launches. Utilizes customer insights and research to ensure launch strategies are grounded in seasonally relevant customer need states. Works with analytics to ensure delivery of timely and informative campaign recaps to guide future optimizations.

REI

2019 - 2022

The nation's largest outdoor retailer and co-op dedicated to inspiring, educating and outfitting its members and the community for a lifetime of outdoor adventure and stewardship.

Integrated Marketing Leader

Led a team of exceptionally talented integrated marketers, providing strategic guidance and x-functional influence required to effectively navigate the highly matrixed structure of the nation's largest outdoor retailer. Guided the Seasonal Integrated Marketing team through the ambiguity of a complex organization structure to deliver successful seasonal integrated marketing strategies and plans. Instrumental in ensuring customer-centric strategies while delivering upon 12+ program goals and ultimately ladder up to enterprise-level vision and growth agenda.

- **Built and drove 2021 integrated marketing strategies and go-to-market plans across paid, earned, and owned channels to grow REI's YoY membership by +18%, awareness by +13%, consideration by +10% and demand by +10% to a record of \$3.12B.**
- Responsible for shepherding the strategy development and execution of integrated, seasonal marketing campaigns across large cross-functional teams. Successfully oversaw integrated, 360 campaigns such as annual Opt Outside campaigns and 2022 Lifetime Membership Relaunch.
- Synthesized insights, learnings, and cross divisional program goals to inform data-driven marketing strategies, partners with 7+ channel and planning teams and 12+ program leads to gain strategic alignment, present to senior leadership team to gain organizational buy-in and steer the creative and channel execution to ultimately deliver a compelling, on-strategy experience to the customer that drives awareness, consideration, engagement, demand, membership conversion and loyalty.
- Lead alignment cross-functionally with Planning, Channels, Brand Lab, Digital, Earned Media, Strategic Partnerships, Co-op Media, Local Marketing, Visual Merchandising, and 12+ programs to ensure a strong marketing strategy is delivering on REI annual goals & objectives.
- Partnered with Marketing Planning & Finance teams to ensure budget allocation, channel mix, test and learn agendas, and KPI's deliver on seasonal marketing goals, objectives and strategies.
- Oversaw and approved go-to-market plan development, led by Marketing Managers.
- Championed innovative marketing approaches and sought out new ways of operating to influence the broader organization and ways of working across a highly matrixed organization.
- Maintained alignment with cross-divisional teams on prioritization and resourcing.
- Managed Marketing Managers and Specialists, providing consistent mentorship and development

Contiki

2010 - 2019

The #1 travel company for 18-35 year olds, operating 300+ social travel experiences across 56 countries with 9 operating regions and 8 selling regions. Part of The Travel Corporation's Family of Brands.

Director of Marketing & Communications

Responsible for providing strategic direction and guidance to the Contiki US Marketing Department by evaluating and developing integrated marketing strategies, planning and directing marketing efforts, communicating marketing plans, and building awareness and positioning for the Contiki brand.

- *Guided the 2018 Contiki Marketing Plan to deliver +12% YOY sales.*
- Developed, implemented, and monitored marketing and comms strategies, integrated marketing campaigns, programs and materials that drove awareness, consideration, engagement, and demand while supporting cross-functional teams.
- Developed Contiki's brand and product propositions, including go-to-market messaging strategies working with both global and regional teams to ensure integration throughout all activity.
- Directed the cross-functional execution of all integrated marketing programs for both B2C and B2B audiences, including but not limited to: branding & PR campaigns; performance marketing efforts such as SEO optimization, lead generation, and affiliate marketing; tourism and brand partnerships; sales and promotions; and personalized automated marketing campaigns.
- Worked with senior leadership to ensure annual marketing goals and budgets are attainable and drive positive ROI to contribute to sustainable year-over-year sales growth. Responsible for managing annual marketing budgets.
- Liaised with various departments at all levels to ensure marketing strategies and plans were executed seamlessly. Ensured relevant scopes of work were identified through the discovery and planning process and ultimately factored into available resourcing.

AWARDS & ACCOLADES

- **2021 REI Anderson Leadership Award** Nominee – REI's highest honor
- Recipient of the **2015 Global Contiki Rising Star Award** – an honor awarded by the Global CEO.
- Senior Marketing Manager of the **2016 Gold Magellan Award** winning Marketing Campaign – [Bag Tag](#).
- Senior Marketing Manager of the **2016 Gold Magellan Award** winning Trade Collateral Piece – [Identifying the Contiki Customer](#).
- Senior Marketing Manager of the **2015 Gold Marcomm Award** winning Digital Marketing Campaign – [The Great European Summer](#).
- Senior Marketing Manager of the **2015 Gold Marcomm Award** winning Integrated Marketing Campaign – [One Great Adventure](#).
- Proven content writer and recipient of the [2015 Gold Marcom Award for Content](#) for the blog post, [Origins of Drinks Around the World](#).

SKILLS

- Over 16 years of integrated marketing experience.
- Extensive experience in paid media campaigns including OOH, CCTV, display, social, search, remarketing and 3rd party initiatives.
- Expertise in Google Analytics, Tableau, Basecamp, Salesforce, Marketing Cloud, SharePoint, Falcon, Wiser and Workfront, Looker and Adobe.
- Passionate and proven content marketer, writer and editor.
- Excellent organizational skills with an eye for detail and a creative mind.
- Fluent in PC and Mac OS. Advanced skill in Microsoft Office: Word, Excel, PowerPoint (including pivot tables), and Outlook.

EDUCATION

- **California State University, Long Beach** 2008
 - Bachelor of Science in Business Administration with an emphasis in Marketing
 - *Member of Beta Gamma Sigma*

HOBBIES & INTERESTS



Snow lover

Powder days give me the CHILLS!



Crossfit WODer

This resume is Paleo.



Anderson Cooper

Weird... I know.



Travel

Vacation calories don't count.



mmm...Coffee

A day without coffee is like... just kidding, I don't know what that's like.