

CRISTINA QUITANIA

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ABOUT

Marketing, business and podcast strategist with agency, in-house and startup experience across retail, ecommerce and tech. Appetite for growth - excelling in acquisition, retention and building relationships and experiences that push possibility. Positive leader with success guiding and motivating diverse teams, achieving results in high-stress environments and positioning businesses beyond the unthinkable.

EXPERIENCE

Founder, Podcast Producer/Host, Digital Marketing Consultant – Refashion.co, 2012 to present

- Produce and host weekly fashion and technology podcast earning +50,000 listens and interviews with top brands including Clique Media Group, Zappos and Diesel.
- Negotiate and secure all podcast guests, brand and influencer partners.
- Drive continuous optimization of acquisition through SEO driven strategies including editorial, influencer programs, social media and PR for an Italian luxury ecommerce client.
- Develops editorial and social calendars including campaign and distribution planning, execution and day to day management through analytical analysis.
- Proactively identify new automation tools to increase organic web traffic, social engagement and revenue growth.
- Interprets and analyzes marketing, sales and industry insights to inform digital marketing, content and distribution decisions.
- Leads marketing across owned, earned and partner channels for yoga apparel clients growing social media following by 275%, web traffic by 35% MoM and establishing partnerships with Yoga Glow and Uplift Yoga.
- Planned, promoted and produced 400+ person events for South by Southwest, Surf Park Central, Lean Startup Machine and Chic CEO, resulting in a strategic partnership with largest global surf tradeshow and Disney and earning 25+ press mentions.
- Designed content strategy for three Decoded Fashion global summits while conducting all pre and post summit interviews with top fashion tech influencers.

Head of Digital Marketing & Strategic Partnerships – Winnin, 2015 to Present

- Set up and led marketing and operational pipelines from scratch, managing team members and vendors across paid, owned and partner marketing channels.
- Relentless focus on prospecting and landing key partnerships resulting in events and dynamic content with Fullscreen, The Walking Dead, Coca Cola and YouTube influencers across fashion and beauty.
- Opened new acquisition funnels through influencer, ambassador and social programs resulting in 1M unique visitors in 1.5 months.
- Set up mobile app launch through test groups, Facebook acquisition campaigns and retention programs for existing users.

Senior Digital Marketing Strategist – UBM Advanstar, 2014 to 2015

- Reached a 37% increase in online registration for all of MAGIC's 12 nationally recognized fashion trade shows through campaign launches, go-to-market and incentive programs.
- Co-led and managed editorial and video programs from strategy and creation, to distribution and reporting. Successful content program resulted in a 38% increase in unique website visits and increased page views by 100,000 MoM.
- Co-led production of over 40+ YouTube and Instagram videos resulting in a 231% increase in viewership and 84% increase in subscribers.
- Launched an online fashion educational portal, including 50+ pieces of original content earning industry recognition from WWD and Fashionista.com.
- Created and executed on-demand and triggered email communications resulting in a 45% open rate.
- Redeveloped MAGIC's mobile app; overall development, vendor management, app store deployment, push notifications, beacons, content and analytics.
- Created dynamic content with TV shows Revenge, Scandal, Pretty Little Liars and the Good Wife through costume designers and set stylists.

Account Manager – Digitaria/JWT x WPP, 2011-2012

- Managed over \$1MM in revenue across key accounts including Qualcomm, Taylor Guitars and Royal Caribbean, selling \$500,000/quarter.

- Sold and managed Qualcomm's first multi-million content program.
- Responsible for account profitability including revenue forecasting, budgets, scoping, contract negotiation and day-to-day communication for five accounts simultaneously.
- Assembled and managed cross-functional teams including UX, design, analytics, marketing and engineering.
- Conceived interactive booth experiences for large-scale international tradeshows including CES.

Product Manager – General Atomics, ASI, 2008-2011

- Worked across engineering, manufacturing and marketing departments to create client facing marketing and internal process guides for military drones.
- Developed and led process automation strategies for over 200 employees and executives, resulting in a 30% decrease in manufacturing processes.

International Marketing Coordinator – Qualcomm, 2007-2008

- Identified customer acquisition opportunities for Universal Music Group through influencer outreach, email marketing and forum development.

EDUCATION

- San Diego State University
Bachelors of Arts, International Marketing
Vice President - American Marketing Association
- Universidad de Nebrija – Madrid, Spain
Final Year of International Marketing Studies taken fluently in Spanish

AREAS OF EXPERTISE

- Podcast Production, Editing, Distribution
- User/Partner Acquisition
- Influencer Marketing
- Facebook & YouTube Advertising
- Social Media Management, Automation, Growth
- Analytics – GA, Mix Panel
- Email Marketing
- SEO Content
- Marketing Automation – Salesforce and Marketo
- Tech Integrations