

# ISABEL J. RESTREPO

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Marketing and Sales professional with expertise in strategic solutions, client relationships and General Market and Hispanic initiatives. Successful at complex organizations and juggling multiple high profile projects under strict deadlines.

## EXPERIENCE

**Adecco**, Los Angeles, CA

**August 2018-present**

*Content Marketing*

- Develop great partner relationships with networks (NBCUniversal, Disney, CBS, The CW, Smithsonian Channel) and MLS teams (LAFC, Sounders FC) to create smart, mutually-beneficial marketing initiatives to generate deeper knowledge of the YouTube TV brand, network priority programming, soccer clubs; ultimately driving acquisition and deepening product value.
- Work closely with Content Business Development team to support negotiations, provide marketing input, and drive business goals through acquisition, up-sell, marketing, viewership and user retention.
- Through partner management, spearhead "firsts" for YouTube TV such as; Fall Premiere Co-branded event with ABC talent and YouTube Creators, Twitter Q&As with CBS talent, NBA on ESPN on Christmas Day and NBA Primetime Spots across Q1, promote Sunday Night Football on NBC including regular season games, playoff game and the Super Bowl LII, and promote first of its kind partnerships with LAFC as main presenting sponsor and Sounders exclusive streaming partner.

**NBCUniversal, Content Distribution**, New York, NY

**March 2015-August 2017**

*Manager, Partner Marketing*

February 2016-August 2017

- Create, pitch and execute strategic partner marketing campaigns with top Content Distributors across linear, video on demand, OTT and TVEverywhere platforms to drive distribution revenue, network ratings and value of the NBCUniversal portfolio.
- Delivered 1.4B+ media impressions for top 25 Telemundo and UNIVERSO network priorities in 2016, ~ 16% YOY increase.
- Spearheaded first ever prosocial initiative between Telemundo's *El Poder En Ti, Tu Dinero* pillar, and Dish Latino's financial education initiative to educate Hispanics on financial literacy resulting in \$200K in earned media.
- Client management with Xfinity Latino team and premier Local Ad Sales customized events.

*Coordinator, Partner Marketing*  
2016

February 2015 – January

- Drive symphony projects from the NBCUniversal portfolio such as USA's Mr. Robot, NBC's Shades of Blue, Spanish language coverage of newly acquired FIFA property on Telemundo/UNIVERSO and other key priorities maximizing their reach of the ambicultural Latino.
- Responsible for managing the brand team, assets and agency relationship for annual local ad sales Your Super Solution (YSS) program with an annual media value of \$72M+.
- Manage day to day affiliate marketing for major networks NBC, Syfy, Telemundo and UNIVERSO.

**isayoga**, Medellin, Colombia | New York, NY | Los Angeles, CA

**August 2014-present**

*Founder, Yoga Teacher, Coach*

- Established isayoga after receiving my teacher certification in India.
- Designed all marketing tactics; logo, online and print materials. Developed business plan including pricing, working with suppliers of yoga mats, accessories, and branded premiums for workshops.
- Engage with the community through classes, social media, and coaching.

**NBCUniversal Hispanic Group, Client Partnership Development**, New York, NY

**November 2011-December 2013**

*Marketing Coordinator*

June 2012-December 2013

- Created 300+ Company Profiles, managed Sales Force and CRM program for entire division, driving \$48 million of new business and up-sell revenue across all verticals; Telemundo network, 17 owned and 53 affiliate stations, digital platforms, and cable network mun2 (later rebranded to UNIVERSO).
- Built and managed internal and external relationships across multiple divisions to design and execute proposals with in-market research and insights focused on each client's marketing and sales goals to fortune 500 companies.

*National Sales Planner*

November 2011-May 2012

- Primary point person for the Telemundo Station Group Sales division and the liaison between all internal departments and external clients by planning and managing the execution for major tent pole events: Latin Billboards, and Telemundo Upfront.
- Managed analytical sales reports for the team and designed a new online reporting system through Salesforce making insights available in real time.

## EDUCATION

**New York University**

**2011**

Master of Arts, Media, Culture and Communication

**University of Minnesota, Twin Cities**

**2009**

Bachelor of Arts, Communication Studies and Psychology, Minor in Spanish Studies

## SKILLS

- Language: Spanish – Fluent
- Programs: Microsoft Office (Word, PowerPoint, Excel), Nielsen NPOWER, Kantar Media, CRM systems, Salesforce.com, Custom Show, Adobe Photoshop, JIRA, Digital Analytics Video Data (DAVD) system. Trained in Paradigm (Sales Training/Presentations).

## AWARDS

- Recipient of the NBCUniversal GEM (Going the Extra Mile) Award

**2016**