

VERONICA FIGARELLA

Senior Marketing, Advertising & Technology Executive

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Executive Summary

Senior executive with 20+ years of international experience in telecommunications, SaaS, marketing, and digital advertising, with strong professional achievements in Australia, Peru, and Venezuela. Skilled at leading teams and managing operations across multicultural contexts, with recent experience driving marketing, IT support, and business operations in Australian organizations such as Optus, AAPT, Bay Electronics, and Making Waves Early Childhood Education Centre.

Recognized for the ability to identify individual strengths, build high-performing teams, and deliver measurable results across industries including retail, education, consumer goods, and technology. Experienced in managing resources during crises, business transitions, and mergers, and valued for bridging technical and commercial areas, traditional and digital advertising, and diverse cultures to achieve sustainable growth.

I integrate product development methodology and AI-enhanced marketing systems to align customer needs, digital visibility, and commercial outcomes, strengthening sustainable growth through technology-driven strategy.

Education

- Certificate III in Early Childhood Education and Care – TAFE NSW, Australia (2023 – 2025)
- Graduate Certificate in Learning Design – University of Technology Sydney, 2021
- Master of Marketing – University of New South Wales, 2009
- Graduate Certificate in Technology and Telecommunication Management – Universidad Metropolitana, Venezuela, 2004
- Bachelor of Mechanical Engineering – Universidad Simón Bolívar, Venezuela, 2000

Professional Experience

Senior Marketing Communication Specialist – Sage Marketing Group – Australia

2025 – Present

- Support holistic digital marketing strategy through content development, website optimisation, and integration of AI-powered marketing tools.
- Develop social media content (design and copy) aligned with brand positioning and lead generation objectives.
- Collaborate on SEO, GEO (Generative Engine Optimisation), and SEM initiatives to improve visibility and conversion performance.
- Apply product development frameworks and customer-centric methodologies to strengthen value proposition and strategic consistency.

Marketing Specialist / Compliance / Educator – Making Waves Early Childhood Education Centre – Newcastle, Australia

Dec 2024 – Dec 2025

- Developed digital campaigns, content, and communication strategies to promote the centre's programs.
- Coordinated with digital marketing agencies.
- Implemented quality assurance processes to meet education standards.
- Delivered educational activities, building positive relationships with children, families, and staff.

Retail Shop Manager – Bay Electronics (Jaycar Reseller), Australia

Apr 2023 – Dec 2023

- Managed store operations, suppliers, inventory, and customer service.
- Oversaw transition of ownership, including contracts and financial records.

Entrepreneur & Content Creator – www.verofigarella.com

Jan 2020 – Present

- Authored and published children's books in English and Spanish with international distribution.
- Launched a crowdfunding campaign raising AUD \$8,000 and achieving global sales in over 6 countries.
- Developed educational products to strengthen children's socio-emotional learning.

Country Manager – Media Interactive Peru (Omnicom Media Group)

Aug 2016 – Apr 2019

- Managed Peruvian operations with a USD \$350K portfolio.
- Reduced operating expenses by 25% and increased profitability by 15%.

- Led delivery of digital marketing solutions, content, and paid media.
- Digitized processes, improving team productivity.

Digital Account Director – LaClinika Design Lab, Peru

Jan 2015 – Jul 2016

- Directed a team of 10 and managed a USD \$300K portfolio.
- Developed 360° campaigns for a leading Latin American retailer.
- Coordinated multi-agency processes, delivering 10+ campaigns per year.
- Implemented a blogging content strategy gaining 3,500+ new subscribers.

Digital Accounts Manager – Ingenia Peru SAC

Dec 2013 – Dec 2014

- Managed a team of 12, 15 accounts, and a USD \$500K portfolio.
- Secured renewals of key contracts and supported 10% business growth.
- Reduced staff turnover by consolidating a stable accounts team.

Marketing & Sales Manager – Global Backbone SAC & Blitz Suite (Start-up), Peru

Feb 2012 – Nov 2013

- Designed and executed marketing and sales plans across Latin America.
- Secured product trials with LATAM Airlines, UPC, and Linio.
- Contributed to second-round fundraising to sustain operations.
- Conducted competitive analysis and pricing strategy.

Product Marketing Manager – Optus, Sydney, Australia

Jan 2010 – Dec 2010

- Successfully relaunched Optus SMB Voice and Broadband bundles, increasing ARPU by 10%.
- Developed product propositions, pricing strategies, and sales collateral.

Product Portfolio Analyst – AAPT, Sydney, Australia

Jan 2008 – Mar 2009

- Analyzed VoIP, broadband, and web services portfolios, identifying AUD \$350K annual savings.
- Negotiated vendor contracts to reduce costs and improve terms.

Product Development Manager – Cantv (Verizon), Venezuela

Apr 2001 – Jun 2007

- Developed and launched broadband, fixed-line, and loyalty products.
- Negotiated with technology vendors and managed procurement.

Volunteer Work

- Marketing Consultant – Hunter Wetlands Centre (2021 – 2023): Audited five-year strategic plan, redefined objectives, and advised on digital marketing strategies.
- Certified Teacher – Art of Living Foundation (2023 – Present): Facilitated yoga, meditation, and breathwork programs, training over 50 participants globally.

Languages & Skills

- Languages: Native Spanish, Advanced English.
- Digital marketing, 360° campaign management, content strategy.
- Tools: Advanced MS Office, CRMs, Ads platforms, Canva.
- Leadership, negotiation, multicultural team management.