Marta Arcones Franco

Brand Marketing | Project Management & Product Launches | Marketing Operations & Budget Tracking
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PROFESSIONAL SUMMARY

Brand marketing professional with experience supporting brand leadership across a multi-brand resort portfolio and a high-growth healthcare startup. Skilled in project management from concept through completion, product and campaign launches, vendor management, creative briefs, marketing calendar planning, and budget and invoice tracking. Business-focused marketer who uses revenue, bookings, ROAS, and CPA analysis in Excel and PowerPoint to guide brand decisions, balancing detail-oriented operations with strategic marketing initiatives.

SKILLS

Brand Marketing & Brand Management Support • Project Management • Product & Campaign Launches • Master Marketing Calendar • Vendor Management • Creative Briefs • Budget Tracking & Invoice Coordination • Marketing Asset Management • Cross-Functional Coordination • Stakeholder Management • Promotional Marketing • Social Media Coordination • Marketing Analytics & Reporting

EXPERIENCE

Top of Funnel Brand Marketing Associate | Solace Health (LinkedIn Top Startup, Unicorn Valuation) | 2026

- Partnered with Brand leadership to execute brand marketing projects from concept through completion, coordinating Creative, Performance Marketing, Operations, Product, and Clinical teams across CTV, podcast, print, email, paid, and social launches.
- Partnered with the Product team to spotlight new product launches in top-of-funnel content, including the launch of a caregiver-specific funnel, aligning messaging, assets, and timing with launch plans.
- Supported marketing operations through budget tracking, invoice coordination, vendor management, and process organization across media partners, production vendors, and the broader marketing team.
- Drafted creative briefs, timelines, and review cycles for new brand assets, including a 20-card evergreen CTV asset library and condition-specific CTV spots for a $230K-$320K media test, keeping deliverables on track against hard launch dates.
- Assisted with go-to-market planning and launch readiness, tracking deliverables, assets, and dependencies; contributed to a 3x increase in weekly bookings (413 to 1,207) while reducing blended CPA 26%.
- Supported channel expansion from one podcast partner to SiriusXM, iHeart, The Ramsey Show, and Red Seat Ventures, managing partner assets and host guides; podcast CPA fell 69% as weekly bookings grew 2.6x.
- Co-owned monthly competitive analysis and consumer insights reporting (share of voice, reviews, creative performance) to inform brand positioning, messaging, and future content production.

Regional Marketing Associate | Hyatt Inclusive Collection | 2024-2026

- Supported brand marketing across a multi-brand resort portfolio (Secrets, Dreams, Breathless, Zoëtry, Sunscape) in U.S., Mexico, LATAM, and Caribbean markets, executing 3-5 promotional campaigns per month that contributed $5M+ in incremental revenue and 100M+ impressions.
- Planned and maintained seasonal and monthly promotional marketing calendars, aligning launch timing, website updates, social media, email, and paid media across regional teams, hotels, and partners.
- Managed photo and video production projects end to end, including vendor coordination, quote requests, negotiations, budget support, production logistics, and final asset delivery with agencies and hotel teams.
- Collaborated with hotel Food & Beverage teams during photoshoots and productions to ensure food and beverage products were styled and placed according to brand guidelines.
- Coordinated marketing for resort pre-openings and partner launches, producing sales collateral and co-marketing programs with tour operators, airlines (Copa, Wingo, Volaris), media partners, and UNICEF.
- Analyzed revenue, booking trends, and YoY performance to rebuild the Costa Rica campaign, driving 56% YoY revenue growth and ~$400K in revenue impact; built campaign recap decks in PowerPoint for leadership review.

International Marketing Intern | Hyatt Inclusive Collection | 2023-2024

- Supported multi-market promotions and campaign launches, tracking vendor deliverables, timelines, and launch requirements while maintaining organized, localized marketing asset libraries across English and Spanish markets.

TOOLS

Microsoft Excel • PowerPoint • Word • Workfront (Project & Workflow Management) • Power BI • Notion • Adobe Suite • Canva • Figma • Google Display & Search

EDUCATION

B.S. Advertising & Design - University of San Francisco | GPA 4.0 | *Summa Cum Laude*

AWARDS

American Advertising Awards: Magazine, Digital, Mass Transit, and Social Media Advertising • National Student Advertising Competition (NSAC) Finalist