

# NINA LAGUNA

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**Certifications: Six Sigma**  
Green Belt Certified 2008

**Associations:**  
Tau Sigma Delta Honor Society

## EDUCATION

Master of Interior Architecture – Florida International University, CIDA Accredited	May 2018
Master Certificate in Museum Studies – Florida International University	May 2015
Bachelors of Science Degree In Business Management - Marymount Manhattan College	June 2000

## WORK EXPERIENCE

<b>SENIOR MARKETING MANAGER MEMBERSHIP REWARDS, AMERICAN EXPRESS</b> <ul style="list-style-type: none"><li>• Drive growth and increase customer loyalty, while improving online activity through ecommerce merchandising of loyalty rewards.</li><li>• Managed online marketing campaigns, including but not limited to: A/B testing, offer, messaging across membershiprewards.com and measured results using web analytics.</li><li>• Project management to design and execute new online initiatives by improving or creating new web user experiences for membershiprewards.com.</li></ul>	2010-2013
<b>MARKETING MANAGER FOR CARD SERVICES GROUP, AMERICAN EXPRESS</b> <ul style="list-style-type: none"><li>• Developed and optimized winning marketing strategies across all channels online and offline for two premium/fee products. Managed \$3.3MM marketing budget and identified and led up-sell strategy generating 1.2 MM in additional revenue.</li><li>• Identified and led marketing campaign testing strategies to develop winning marketing strategies while driving KPIs.</li><li>• Led A/B testing for Email and landing page, developed product up sell strategy online and optimized TM sales yielded 14% increase in sales.</li><li>• Project management for new marketing initiatives.</li></ul>	2007-2010
<b>PRODUCT MANAGER, INTERNATIONAL MASTERS PUBLISHER</b> <ul style="list-style-type: none"><li>• Develop marketing strategies to determine new opportunities including creative, offer and media.</li><li>• Managed 13 annual campaigns in addition to end to end product management of \$6.2MM Profit and Loss responsibility.</li><li>• Project management of new product launches in the American market.</li></ul>	2003-2007
<b>ACCOUNT EXECUTIVE, MKTG SERVICES</b> <ul style="list-style-type: none"><li>• Managed successful direct mail campaigns by servicing new and existing performing arts clients with appropriate acquisition strategy.</li><li>• Prepared and reviewed campaign budgets/results and developed mailing strategy.</li><li>• Developed media plan, budget estimates and analyzed campaign performance based on list segmentation and ROI.</li></ul>	1999-2003

## SOFTWARE

Microsoft Office, Word, Excel, Powerpoint, Revit, 3DS Max, AutoCad, InDesign, Photoshop