

# ELENA C. NESCIO

[ *née Alvarado-Peters* ]

*Strategic, collaborative marketing leader and coach who effectively connects marketing and communications theories to real-world application and success. Breadth of work includes: brand management, international leadership, team development, creative oversight, and budget supervision. Experience spans client, agency, and vendor roles. Lifelong learner with a deep passion for academia and continuing studies.*



## Portfolio of Experience

Clinical Assistant Professor of Marketing | August 2019 – Present

University of Rochester | Simon Business School | Rochester, New York

Researched, developed, and delivered course preps for portfolio of undergraduate and graduate courses, including Digital Marketing Strategy, Managerial Communications, Marketing Management, Principles of Marketing, and Marketing Projects. Coached students and supervised independent studies and capstone research projects. Maintained energy and enthusiasm in fast-paced environment. Demonstrated respect, friendliness and willingness to mentor students. Used variety of learning modalities to facilitate learning process for asynchronous and remote students. Acted as undergraduate marketing track advisor. Served on the undergraduate curriculum committee, undergraduate business program marketing workstream, and EDI task force. Judged 2022 Thruway Case Competition. Nominated to Middle States Commission on Higher Education accreditation self-study and site visit working group. Named to Teaching Honor Roll 2020, 2021, 2022.

Client Services and Business Development Consultant | July 2018 – Present

Article Group | Rochester, New York

Led Silicon Valley and blue-chip client relationships with \$4MM+ in billings. Promoted superior experience by addressing customer concerns, demonstrating empathy, and resolving problems swiftly. Earned reputation for exceeding service standard goals. Developed and implemented dynamic communication strategies. Won American Advertising Award “Best in Show” and “Gold” Ambient Media - Single Event for AWS re:Invent 2023 work. Trained staff on operating procedures and company services. Managed profitability of projects and consistently exceeded margin goals. Contributed to strategy work. Exceeded profit margin targets through judicious project management. Clients include: Amazon, AWS, Facebook, Salesforce, Slack, WhatsApp, CrowdStrike, Zendesk, Databricks, ServiceNow, Checkr, Footprint Coalition, MakeMeReach and Asana.

Advisory Board Member | August 2021 – Present

Iryss | Rochester, New York

Served as external advisor for healthcare fintech startup, providing strategic insights and advice to founder and CEO, guided development of product marketing strategy and adjustments to marketing communications, made introductions and connections, facilitated primary research (quantitative survey), core messaging and copywriting.

## Contact

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[Linkedin.com/in/elenaap](https://www.linkedin.com/in/elenaap)

## Skills

Digital marketing strategy  
Managerial communications  
Project management  
Competitive analysis  
Campaign development &  
Campaign management  
Desk research  
Budget stewardship  
Design  
Content marketing Integrated  
marketing  
Client management  
Leading people  
Eternal optimism

## Portfolio of Experience, continued

Election Inspector | November 2020 – Present  
Monroe County Board of Elections | Rochester, New York

Created fair, non-partisan environment to protect free choice of voters. Understood, interpreted and applied specific election laws and ordinances at assigned polling location. Distributed ballots to voters, executed affidavit ballots, and answered questions concerning voting procedures. Opened and closed voting booths, verified and executed all paperwork and processes.

Account Director, Client Services | January 2018 – June 2018  
Truth Collective | Rochester, New York

Responsible for Luxxotica (LensCrafters) and Johnson & Johnson accounts. Directed client projects with an eye for quality and customer needs. Negotiated scope and statements of work for upcoming projects. Developed compelling presentation decks to secure approval for ideas and communicate results. Partnered with client and production companies to create best-in-class creative work. Contributed to new business pitches with research and strategy support.

B2B Marketing Director | December 2014 – January 2018  
USA TODAY NETWORK | Gannett | Rochester, New York

Built B2B marketing strategy and campaigns impacting local controllable revenue. Devised and managed inbound marketing strategy for 102 domestic markets. Worked to standardize metrics across markets, focusing on lead gen and attribution. Fostered collaboration, sharing, and team-building across a dispersed team of 20+ managers. Managed team through Kronos Manager. Wrote weekly blog posts, supporting seasonal sales opportunities. Edited campaign materials for localization and customization. Collaborated with distributed creative, insights, sales, and marketing teams.

Senior Marketing Manager, Emerging Strategies | March 2013 – December 2014  
Logan's Roadhouse | Nashville, Tennessee

Pioneered local marketing strategy and department genesis: created integrated programs, modeled labor and bonus structures, developed collateral materials, and hired and trained team members. Named #1 impression ratio for social media effectiveness in the NRN Social 200 by Nation's Restaurant News (4/10/14). Expanded digital footprint by more than 200% across social, mobile, and email. Revamped PR plan for new restaurant openings, delivering 354% return on investment (based on media value alone). Developed and executed strategies with vendor and agency resources for all paid and owned digital channels (social, email, mobile, and website). Launched branded mobile app and programmed content management system. Built direct-to-guest content strategy, integrating email, mobile app, and social channels. Participated in new agency procurement for media and general agency responsibilities. Negotiated statement of work and master service agreements for new vendor and agency relationships. Led public relations efforts, including releases and crisis management. Designed in-restaurant merchandising and collateral materials (both printed and digital elements).

## Software

Productivity  
Smartsheet, Salesforce

Project Management  
Basecamp, Asana

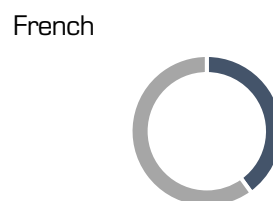
Communication  
Slack, Zoom, Outlook, Chime

Analysis  
Excel, Sheets, Google Analytics

Presentation  
PowerPoint, Keynote, Slides, Canva

Creative  
Adobe Creative Suite

## Languages



## Portfolio of Experience, continued

Global Advertising and Communications Manager | June 2008 – January 2013  
Electronic Arts | Redwood City, California

Directed media strategy, prioritized portfolio of \$1.50M across 60+ titles, and advocated innovation and press-worthy media with agencies of record. Pushed creative optimization for digital executions, exploring new vendors and opportunities for more dynamic creative. Saved 69% in production costs by outsourcing execution and bringing some elements of creative development in-house. Authored and presented cases at trade events on social media gaming and digital media strategy, including ad:tech, M2C, and MIXX. Led development and execution of advertising creative for campaign launches; production experience includes live-action, CG, and gameplay. Evaluated media programs for learnings and return on investment by calculating and combining actual and paid media during and after campaigns. Worked with larger marketing and studio teams to develop integrated marketing strategies customized to individual releases. Acted as central strategy lead for European Union and Asia-Pacific advertising efforts and led day-to-day management of bi-coastal agency team of 19. Invested over \$173M across 60+ titles and advocated innovation and press-worthy media with agencies of record. Pushed boundaries of traditional media and experimented with emerging media, most notably SEM, mobile, experiential, social, and gaming. Headed competitive and research initiatives against eight demographics, bringing in vendor partners and industry experts. Specialized in kids 6-11, tweens 8-12, teens 12-17, and young adults 12-34 advertising strategy and tactics.

Supervisor, North American Media Buying | June 2006 – June 2008  
Wieden + Kennedy | New York, New York

Set up and owned client relationship, presentations, and process for new accounts, from data capture and reporting to staffing. Organized national media buying internship program in partnership with the International Radio and Television Society. Invested upwards of \$80.8M across national broadcast, cable, VOD, Hispanic and Canadian media properties. Partnered with direct reports, creative agencies, internal departments, external vendors and directly with the client to implement strategies. Acted as manager for ESPN Networks and MTV Networks legal commitments, which together totaled approximately \$33.3M. Issued buy summaries and sizzle sheets used by Electronic Arts sales teams to strengthen retail presence and promotional programs. Targeted K8-12, T12-17, M12-34, and M18-34.

Senior National Broadcast Buyer | March 2005 – May 2006  
Spark Foundry (formerly Mediavest Worldwide) | New York, New York

Implemented concept plan development for Fanta (\$1.0M) and POWERade (\$3.8M), organizing and directing vendors, brand team, and client. Researched, flighted, and presented plan and schedule for incremental \$5.0M Coca-Cola Classic 2005 Polar Bear holiday buy. Stewarded upwards of \$40.9M across 26 cable networks including Viacom, NBC Universal, and Turner cable properties. Negotiated \$27.8M (61 % of cable budget) and \$1.8M (100% of broadcast late night budget) in Q5/Q6 upfront. Targeted A 12- 24 and A25-54 through broadcast and cable opportunities. Worked daily to supervise buys, ensure proper trafficking, execute added value and resolve billing discrepancies. Expert in Microsoft Office and Donovan Data Systems (Netpak, Steward, Matchmaker, Frontrunner and Printpak).

## Certifications

Google Analytics  
February 2023

GumGum Contextual Advertising  
February 2023

Google Fundamentals of Digital Marketing  
May 2022

IBM Enterprise Design Thinking Practitioner  
April 2022

LinkedIn Scrum: Advanced  
May 2018

HubSpot Academy Content Marketing Certification  
September 2017

HubSpot Academy Email Marketing Certification  
September 2017

HubSpot Academy Inbound Marketing Certification  
September 2017

IRB Non-Medical Investigators  
February 2017

Google AdWords Certification  
January 2017

Market Motive Advertising Trained Practitioner  
July 2015

Market Motive Digital Marketing Foundations  
May 2015

Gannett World Class Sales: 5-Step Selling  
March 2015

Society of Broadcast Engineers Certified Broadcast Technologist  
December 2004

## Portfolio of Experience, continued

Assistant Media Planner and Print Buyer | February 2004 – March 2005  
Spark Foundry [formerly Mediavest Worldwide] | New York, New York

Created training guide for assistant media planners, which facilitated the development of new hires. Analyzed qualitative and quantitative data to identify market conditions and reveal consumer insights, notably against women aged 25-54. Conducted in-depth competitive analyses to understand competitors' spending and uncover strategic media trends. Experienced in TARDIIS, Media in Motion, Nielsen Ad\*Views, Simmons, Marketmate, Reach / Frequency, Photoshop, and MRI.

Advertising Sales Assistant | June 2003 – January 2004  
MTV Networks | New York, New York

Created and managed contracts for clients including PepsiCo, Revlon, Cingular, McDonald's, T.G.I.Friday's and Universal Pictures. Communicated program changes, ADU availability, and traffic issues to both agency contacts and internal departments. Trained in Sales Order System (SOS), Gabriel Sales System, JDS Traffic System, and WinSales Print. Assisted in presentation of media and advertising packages to prospective customers. Supported planners, account executives, and sales managers achievement of quotas. Built strong client relationships and provided high value-adding services.

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## Education

Doctor of Business Administration | 2026, expected  
University of Florida | Warrington College of Business | Gainesville, Florida

Master of Arts | Communications Studies, Organizational Leadership | 2019  
University of Alabama | Tuscaloosa, Alabama

Master of Business Administration | Brand Management, Leadership | 2013  
University of California, Berkeley | Haas School of Business | Berkeley, California

Bachelor of Science | Journalism, Electronic Media Production | 2003  
Kent State University | Kent, Ohio

Bachelor of Arts | English | Classic minor, Ancient Greek Concentration | 2003  
Kent State University | Kent, Ohio

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## Honors & Awards

Simon Business School Teaching Honor Roll  
Fall 2020, Fall 2021, Spring 2022, Fall 2022

National Society of Leadership and Success, Cal Alumni Association Chapter  
September 2021

Phi Beta Kappa, Nu of Ohio Chapter  
March 2003

## Course Preps

MKT 402 Marketing Management [ *graduate* ]

MKT 437 Digital Marketing Strategy [ *graduate* ]

MGC 461 Managerial Communications [ *graduate* ]

BRN 476 Strategic Marketing [ *graduate* ]

MKT 203 Principles of Marketing [ *undergrad* ]

MKT 213 Marketing Cases & Projects [ *undergrad* ]

MKT 237 Digital Marketing Strategy [ *undergrad* ]

PREC 102 Business Bootcamp [ *pre-college* ]

## Research Interests

Digital marketing  
Leadership  
Marketing communications  
Consumer behavior  
Strategy

## Personal Interests



## Honors & Awards, continued

International Radio & Television Society Summer Fellow  
June – August 2003

Sigma Tau Delta, English Honor Society  
September 2002

Eta Sigma Phi, Classics Honor Society  
September 2002

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## Speaking Engagements

Women Lead: Evolving Leadership for Digital Teams  
Forté Foundation Women Lead Webinar Series | April 2023

Building – or Rebuilding – Your Brand  
Simon Women's Alliance Conference | November 2021

The Intersection of Race & the American Media  
YWCA of Rochester Stand Against Racism Conference | April 2018

Connections: YWCA Program Seeks To Bridge Cultural Divides  
WXXI Connections with Evan Dawson | June 2016

Latinas in Communication – Paying it Forward  
Latinas Unidas ¡Soy Unica! ¡Soy Latina! Rally | April 2016

rethink Gaming  
rethink Media Conference | September 2010

Digital Demographics: Digital Marketing to Men 18–34 Online  
ad:tech San Francisco | November 2010

Turning a Marketing Tool into a Revenue Stream: the Dante's Inferno Case  
Marketing 2.0 Conference | March 2010

Targeting Young Guys for EA's Mercenaries 2  
IAB MIXX Conference & Expo | September 2009

From a Former Fellow  
IRTS Newsmaker Breakfast | November 2006

Taking Care of Business  
IRTS Multicultural Career Workshop | April 2006

"The Harder I Work, The Luckier I Get"  
KSU JMC 34038 Media Sales & Promotions Guest Lecturer | September 2003

## Student Testimonials

"Just wanted to share that it was an amazing class today. Thank you for all the insights and introducing concepts in a simplified way that are tough to understand in present world! Very helpful."  
– MKT 402 student, Spring 2023

"I wanted to reach out and thank you for everything you have done for me not only this semester, but throughout my years at U of R. I fell in love with marketing because of your engaging classes."  
– MKT 213 student, Fall 2022

"I wanted to say thank you for being a great professor. Thank you for providing us detailed feedback for each of our reading responses, I really learned and improved a lot. And thank you for your continuous effort in helping us prepare and deliver professional presentations, I can feel that I am being more and more confident in doing this. I really learned a lot from this course!"  
– MGC 461 student, Fall 2021

"I just wanted to thank you very much for one of the most interesting and engaging class I have taken in this college"  
– MKT 203 student, Fall 2020

"I wanted to thank you for the great job that you did throughout the semester. As a student, I can say that it truly makes a massive difference in the classroom when the professor is passionate about what they are teaching."  
– MKT 203 student, Fall 2020



## Board Membership & Volunteering

Board Member, Secretary | September 2021 – Present

Rochester Hispanic Business Association | Rochester, New York

Innovation Celebration Gala Planning Committee | January 2023 – Present

Rochester Museum and Science Center | Rochester, New York

Books Sandwiched In Committee | May 2016 – Present

Friends & Foundation of the Rochester Public Library | Rochester, New York

Círculo Latino, Women United Leadership Societies | March 2016 – Present

United Way of Greater Rochester | Rochester, New York

Hospitality Volunteer | July 2015 – February 2020

Family Promise of Greater Rochester *(formerly RAIHN)* | Rochester, New York

RocIDEA Committee Member | July 2018 – February 2020

RocCity Coalition | Rochester, New York

Rochester Public Market Volunteer | July 2019 – July 2019

Flower City Pickers | Rochester, New York

Toys for Tots Elf | December 2017 – December 2019

Marine Toys for Tots Foundation | Salvation Army | Rochester, New York

Government Committee | August 2018 – August 2019

La Cumbre - Latinos United for Progress | Rochester, New York

Person2Person Participant and Alumni Volunteer | September 2015 – April 2018

YWCA of Rochester Stand Against Racism Conference | April 2018

Wilson Soule House Docent | June 2018

Landmark Society of Western New York | Rochester, New York

Boots & Barrels Fundraiser Volunteer | June 2018

Christian Heritage Services | Rochester, New York

Volunteer | June 2018

M. K. Gandhi Institute for Nonviolence | Rochester, New York

Food Sorting Volunteer | July 2017 – July 2019

Foodlink | Rochester, New York

Wine at Center Ice Fundraiser Volunteer | March 2016 – March 2019

Holy Childhood | Rochester, New York

Artrageous Affair Fundraiser Volunteer | September 2015

Breast Cancer Coalition of Rochester | Rochester, New York

Greeter and Usher | November 2014

High Falls Film Festival | Rochester, New York

## Professional Testimonials

“Elena is a treasure: smart, charming, hard working and has great street sense. She really knows modern media management and marketing.”

– Founder, MIG: Marketing Management Consulting

“Elena is a generous and collaborative team member. She's an absolute joy to work with. Elena is a wonderful resource as she has a wealth of media and marketing knowledge to share.”

– Senior Brand & Purpose Manager, Credit Sesame

“Elena is one of the smartest and most personable people I have had the pleasure of working with.”

– Senior Manager Strategic Planning, Lenovo

“She is an engaged and savvy marketer who brings fresh ideas and sound strategy to the table.”

– VP, Senior Director Media and Analytics, Smile Doctors

“She's smart and innovative. She's a self-starter and a team player. She's an influencer and a leader. She's a marketing powerhouse with strategic vision.”

– Senior Manager Content Marketing, Sirius XM

“Charming – certainly, she is that. But don't be deceived. Behind that calm, cool, professional demeanor is an incredibly passionate, wickedly smart marketer, quick to pull together a plan or idea that can change the course of the company upon execution.”

– Chief Marketing & Strategy Officer, Girl Scouts of NYPENN Pathways

## Professional Development & Continuing Studies

High Impact Presentations | February 2019

Dale Carnegie | Rochester, New York

Latino Leadership Development Program | August – October 2018

United Way of Greater Rochester | Rochester, New York

Rochester Young Professionals Board Development Training | January 2017

United Way of Greater Rochester | Rochester, New York

Introduction to Statistics | Calculus | June – August 2009

UC Berkely Extension | Berkeley, California

Politics of China | Introduction to Architectural Principles | June – October 2008

Stanford Continuing Studies | Palo Alto, California

Politics of International Economic Relations | State-Building | September – April 2007

NYU School of Professional Studies | New York, New York

## Professional Societies

American Marketing Association, NYC chapter

2020 – present

American Advertising Federation, Rochester chapter

2023 – present

Forté Foundation

2023 – present

Prospanica

2023 – present

Association of National Advertisers

2008 – 2013