

# Summary

With over 20 years of experience in marketing communications, Larissa is a marketing leader who has led successful brand campaigns and programs for multiple Fortune 100 brands. She has a proven track record of driving brand affinity and growth through cultural relevance, customer-centricity, and creativity. Larissa's most recent role was Head of Diversity Marketing & Communications at Amazon's XCM organization, where she set the vision, strategy, and roadmaps to build Amazon's multicultural brand marketing capabilities. Larissa's expertise includes brand building, performance marketing, cultural engagement, social and influencer content, agency management, and media partnerships.

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## Experience

### Self-employed

Fractional CMO | Strategic Advisor | Multicultural Brand Strategist  
April 2022 - Present (2 years 1 month)

Driving growth and building brands as a strategic marketing consultant, advisor, fractional CMO or coach to a variety of businesses that seek to deepen relationships with high growth audiences, multicultural consumers & diverse customer segments.

### Amazon

Head of Diversity Marketing & Communications- Amazon Brand  
April 2021 - March 2023 (2 years)  
San Francisco Bay Area

Team leader tasked with setting vision, strategy and roadmaps to build Amazon's multicultural brand marketing capabilities and demonstrate how culturally-fluent strategies can scale, drive brand affinity and accelerate growth.

### Wells Fargo

Diverse and Consumer Segments Integrated Marketing Team Leader  
August 2016 - April 2021 (4 years 9 months)  
San Francisco

Team leader for integrated marketing campaigns and content programs that support the Wells Fargo brand, driving favorability and consideration among customers and prospects. Subject matter expert for diverse segments marketing including: Hispanic, African American, Asian, LGBTQ+, Students, Military/Veterans, People With Disabilities and American Indian. Lead development of messaging strategy, creative and integrated media plans to support high-impact brand campaigns including: Covid pandemic brand response, Empowerful - a cultural engagement platform reaching diverse communities; 2018 FIFA World Cup brand activation and Zelle payments platform brand launch. Strategically lead through influence across a matrixed organization to drive alignment and support for marketing programs and budgets. Lead team of diverse marketing professionals, effectively coaching for high performance.

## University of Phoenix

Sr. Director - Brand Marketing

May 2013 - August 2015 (2 years 4 months)

San Francisco Bay Area

Developed marketing plans targeting Hispanic student segment to build the overall UoPX business, generate new leads and drive brand awareness. Led execution of multi-channel programs including broadcast, print, radio, social, display and search. Launched UoPX's first bilingual website ([superate.phoenix.edu](http://superate.phoenix.edu)) and over 10 supporting landing pages. Directed both internal and external resources to deliver on marketing objectives. Analyzed program success and ROI and incorporated insights into future planning. Developed tools, templates, systems and process to improve execution efficiency and accuracy.

## Tú Cuentas | Latinos Speak Up!

Co-Founder

January 2010 - April 2013 (3 years 4 months)

[www.tucuentas.com](http://www.tucuentas.com)

Co-Founder of first market research online community solely targeting the U.S. Hispanic market ([tucuentas.com](http://tucuentas.com)). Advertising brands leverage our unique user community to (1) survey users to inform future marketing creative and strategy decisions, and (2) monitor discussion boards for qualitative analysis and insights. Incubated and funded start-up with 1 other Founder. Primarily responsible for business development, client relationships and business operations.

## Alma DDB

Managing Partner - VP New Business and Innovation

January 2008 - January 2010 (2 years 1 month)

Led successful transition of account, creative, strategy and media teams to new agencies while preserving the continuity of the working group. Drove organizational leadership and restructuring, which included a successful business transition of clients, process, creative quality, and talent retention. New business lead for agency; delivered 2 wins within 6 month period.

## Dieste Harmel and Partners

Managing Director

January 2000 - January 2008 (8 years 1 month)

San Francisco

Founded and grew San Francisco team from 2 employees to a 20 person full-service agency with integrated capabilities (creative, media, strategic planning, project management, production). Led expansion of agency's strategic planning capabilities. Spearheaded business wins, responsible for over \$25M in incremental agency billings. Drove creative change in consumer packaged goods (CPG) category advertising through award-winning creative and innovative multi-disciplinary marketing plans. Recipient of Silver Effie, Gold Hispanic Account Planning Excelencia Award and multiple creative awards. Co-Chair of Association of Hispanic Advertising Agencies (AHAA) Spring 2007 Conference; developed forward-thinking program content focused on digital and online media.

## The Bravo Group

Client Services | Account Management

May 1994 - December 1999 (5 years 8 months)

Managed Winback and New Customer Retention DM programs for AT&T Legacy Brand. Managed advertising and promotional programs for Bank of America. Led New Business teams resulting in wins for California Department of Health Services, LifeScan and Mattel.

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## Education

Richmond, The American International University in London

BA, Political Science · (1985 - 1988)

The New School

MA, Media Studies · (1992 - 1995)