

Mauricio Acevedo, MBA

(714) 337-3348 ◊ Culver City, CA ◊ macevedo.la@gmail.com ◊ <https://www.linkedin.com/in/mauricio-acevedo/>

PROFESSIONAL SUMMARY

Digital Strategy & Performance Marketing Leadership | Martech Innovation | Data Driven Growth

Results oriented marketing and technology executive with deep expertise in digital strategy, performance marketing, and systems integration across higher education and financial sectors. As Director of Performance Marketing, Development & Analytics at Pepperdine University, I lead a 16-person cross-functional team driving enterprise digital transformation across CRM (Salesforce Sales & Marketing Cloud), analytics, and multi-channel marketing operations. My leadership has delivered measurable growth in lead generation, campaign efficiency, and data transparency, supporting enrollment expansion and institutional excellence.

WORK EXPERIENCE

Pepperdine University – Malibu, CA

11/2016 – PRESENT

Director, Performance Marketing, Development & Analytics

Led the strategic development and execution of digital marketing for one of the largest private universities on the West Coast, driving growth through insights-driven strategies, enterprise marketing platforms, and advanced analytics.

- Directed a groundbreaking university-wide digital transformation that integrated Salesforce Sales Cloud, Marketing Cloud, and Marketing Cloud Intelligence. This initiative aligned marketing, recruitment, and analytics, enabling personalized campaigns, real-time insights, and measurable ROI across all digital channels.
- Implemented an eight-year SEM strategy that significantly boosted brand visibility and lead generation. This strategy consistently delivered year-over-year (YoY) increases of +10% in SEM and social media engagement, and 20% YoY growth in organic traffic, demonstrating my ability to provide strategy and execute a successful GTM.
- Led award-winning rebranding and website initiatives recognized by CASE for digital innovation, elevating the university's online presence and user experience across audiences.
- Built and managed a high-performing 16-member marketing, development, and analytics team, fostering cross-functional collaboration with agencies and vendors to execute enterprise-level campaigns and technology implementations.
- Optimized marketing impact and operational efficiency by standardizing data ingestion, integrating event management platforms (Fonteva, CVENT), adopting AI-driven automation tools, and strategically allocating multimillion-dollar budgets for maximum ROAS.

City Loan – Long Beach, CA

2015 – 2016

Vice President of Marketing

Led strategic marketing and growth initiatives for City Loan, optimizing customer acquisition, digital lending platforms, and risk management strategies to drive loan origination and portfolio performance.

- Built and scaled an in-house marketing organization, consolidating multiple agencies, reducing annual costs by \$500K, and assembling a six-person team across digital, creative, and media disciplines to drive performance and efficiency.
- Optimized a \$7M marketing budget and implemented data-driven strategies that delivered consistent YoY growth—boosting loan officer production by 15%, expanding the borrower portfolio to \$95M, and achieving 30% growth in partner marketing channels.

- Spearheaded corporate market expansion initiatives, launching six new Southern California locations within one year while strengthening brand presence across direct response, digital, and in-store activations.
- Enhanced sales operations and lead management, deploying Velocify and aligning marketing, call center, and sales teams under unified KPIs to improve conversion rates and operational effectiveness.

Banc of California – *Beverly Hills, CA*

2014 – 2015

Vice President of Marketing Technologies

Developed and executed strategic marketing initiatives for Banc of California, enhancing brand positioning, client acquisition, and digital engagement to drive business banking growth and customer loyalty.

- Unified marketing technology and operations across six merged banks, consolidating platforms for retail and mortgage lending under the Banc of California brand to drive scale, efficiency, and consistent customer experience.
- Integrated enterprise-level CRM and automation systems (Salesforce, Eloqua, Encompass, Top of Mind/Surefire, Oracle SRM), enabling advanced segmentation, customer journeys, and personalized campaigns that strengthened lead generation and engagement.
- Enhanced data intelligence and retention strategies by collaborating with BI teams to transition 70,000+ Banco Popular accounts, developing enriched customer profiles and segmentation models to improve loyalty and growth.
- Optimized marketing performance and cost structure through the renegotiation of 30+ vendor contracts, improving platform capabilities while significantly reducing operational expenses.

Globanet – *Sherman Oaks, CA*

2012 – 2013

Head of Brand and Marketing

Managed the global brand and marketing strategy for Globanet’s B2B products and services, strengthening market position and contributing to its successful acquisition by Veritas.

- Directed comprehensive product marketing strategy encompassing market research, positioning, messaging, and go-to-market execution—accelerating brand growth, engagement, and enterprise adoption.
- At Globanet, I developed and launched a SaaS-based audit platform that evolved into a high-value, service-driven product generating qualified leads and actionable sales insights.
- Built scalable revenue and partner enablement programs, including a channel certification framework that grew certified partners by 20% and expanded their sales pipeline by \$1.2M.
- Elevated brand visibility and event ROI through innovative VIP trade show experiences that hosted 600+ industry professionals, cut costs by 50%, and strengthened positioning, leading to the company’s successful acquisition by Veritas.

Nowcom Corporation – *Los Angeles, CA*

2007 – 2012

Director of Marketing

Led the marketing transformation of DealerCenter, driving its migration to a B2B SaaS model, while overseeing marketing strategy for Nowcom and its eight subsidiaries in the consumer lending and automotive industry.

- Led the migration of DealerCenter to a B2B SaaS model, managing product development, third-party integrations, and market positioning that grew adoption from 600 to 10,000+ users and generated \$4.7M in recurring monthly revenue.

- Increased Westlake Financial's auto loan originations by 35% YoY and scaled Wilshire Consumer Credit's personal loan portfolio to \$75M, achieving 20%+ annual growth while managing a \$10M marketing budget.
- Built and led a cross-functional in-house marketing team, consolidating services for multiple subsidiaries and improving operational efficiency, campaign execution, and creative output.
- Developed and launched 20+ optimized websites for consumer lending and automotive brands, significantly improving SEO, visibility, and lead generation.
- Directed multi-channel advertising and brand campaigns across digital, search, social, and media partnerships to drive traffic, engagement, and new customer acquisition.
- Revitalized subsidiary brands through creative digital campaigns, including the NOHO Toyota rebrand, Midway Car Rental social media growth, and a viral video that exceeded six million YouTube views.

Storactive – *Marina del Rey, CA*

2004 – 2007

Marketing Manager

Led product marketing, brand development, and demand generation for Storactive, establishing its market presence in continuous data protection (CDP) and disaster recovery through online marketing, PR, and channel strategies.

- Branded and positioned Storactive's products under the new "Continuous Data Protection (CDP)" category, creating a distinct market identity that elevated visibility and achieved top search rankings.
- Redesigned the company website and content strategy around the CDP keyword, eliminating PPC costs and reallocating budget toward marketing materials and trade show initiatives that boosted brand exposure.
- Planned and executed targeted multi-channel campaigns that delivered six consecutive quarters of revenue growth.
- Launched a PR and customer storytelling program that increased media coverage, strengthened credibility, and drove industry recognition.
- Manage acquisition communications and rebranding efforts, coordinating messaging across email, web, and press channels to ensure a smooth transition for existing customers.

ESRI, Inc. – *Redlands, CA*

1999 – 2004

Product Marketing Manager

Developed and executed product marketing campaigns for ArcGIS at Esri, driving adoption and awareness for new product launches in spatial analytics, mapping, and geolocation technology.

- Led the global migration of 60,000+ users to the latest version of Esri's enterprise GIS platform, ensuring a smooth transition, increased adoption, and higher customer satisfaction.
- Drove go-to-market strategy for multiple GIS product launches, managing beta programs, early adoption initiatives, and the relaunch of Esri's flagship enterprise product.
- Developed high-impact marketing assets and campaigns—including seminars, video demos, and targeted collateral—that strengthened engagement and accelerated user adoption.
- Implemented campaign ROI tracking and permission-based marketing, resulting in one of Esri's most successful digital marketing initiatives to date.
- Created customer-centric stories and vertical-specific content to communicate product value and expand market reach effectively.
- Gathered actionable insights through user focus groups, collaborating with product management to inform roadmap priorities and feature development.

University of Redlands, Redlands, CA

Master of Business Administration (MBA) – Concentration in Finance

California State Polytechnic University, Pomona, CA

Bachelor of Science in Business Administration & Marketing

- Minor in Spanish
- Elected Representative: Associated Students, Inc. (ASI) – Business Department
- Elected Club President: International Business Association – Served 2 years