

MONICA **PARRA**

HEAD OF CREATIVE STRATEGY & BRAND
CONSUMER BRANDS, PERFORMANCE
CREATIVE & AI-FIRST STUDIOS

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ABOUT ME

Data-minded Head of Creative Strategy & Brand Leader with 12+ years of experience bridging the gap between bold storytelling and high-velocity B2C performance marketing across LATAM and Brazil. Proven agency-to-in-house hybrid background leading creative studios, 360° campaigns, and AI-driven content engines that reduced CAC by 42% ($12 to $7) and scaled user acquisition for multimillion-user platforms. Expert in building creative production workflows, managing $2.4M marketing budgets, and scaling performance-driven video and paid social assets.

EDUCATION

MASTER'S IN PROJECT MANAGEMENT

POLYTECHNIC UNIVERSITY OF CATALONIA, BARCELONA

BACHELOR'S IN COMMUNICATIONS & JOURNALISM

UNIVERSITY OF MANIZALES

LINK

LinkedIn:
https://www.linkedin.com/in/mónica-parra-b512408a/

LANGUAGES

Spanish

English

WORK EXPERIENCE

MARKETING MANAGER (BRAND & GROWTH LEAD) | JAN 2024 - PRESENT

RAPPI, COLOMBIA

- Directed the Creative Studio strategy and performance-driven campaign execution for millions of monthly users, optimizing paid social, video ads, and landing page conversion.
- Lowered overall CAC from $12 to $7 (42% reduction) by implementing high-velocity creative testing of video and paid social formats, iterative messaging frameworks, and full-funnel creative assets.
- Integrated automated content workflows and AI-assisted production to scale creative variations, increasing asset output efficiency without expanding team headcount.
- Own $200K monthly budget ($2.4M annually) across brand and performance channels.
- Spearhead integrated 360° brand and growth strategies driving double-digit revenue and category growth.
- Lead cross-functional teams across creative, media, growth, and product to scale traffic, orders, and conversion.
- Build and scale influencer and ambassador ecosystems to drive acquisition and cultural relevance.
- Strengthen brand equity and top-of-mind awareness through national campaigns and partnerships.

BRAND DIRECTOR | JAN 2021 - JAN 2024

RAPPI, COLOMBIA

- Owned brand positioning, communications, and performance creative strategy for the Colombian market, working with the in-house Creative Studio.
- Increased brand favorability by +10 points through cultural positioning and integrated media strategy.
- Built and scaled Colombia's largest organic WhatsApp community (500K+ subscribers), creating a high-performing owned channel for retention and engagement.
- Led influencer, sponsorship, and social ecosystems to accelerate acquisition and lifecycle marketing.
- Managed budgets, KPIs, and full-funnel marketing performance end-to-end.
- Delivered award-winning digital and social campaigns recognized across LATAM.

GLOBAL IN-HOUSE AGENCY DIRECTOR (LATAM) | JAN 2020 - JAN 2021

RAPPI

- Led regional Creative Studio operations across 9 markets (including Brazil, Colombia, and Mexico), standardizing design systems and SLA-backed support for cross-functional teams.
- Directed brand consistency and creative excellence across Brazil, Mexico, Colombia, Chile, Peru, Ecuador, Costa Rica, Uruguay, and Argentina.
- Managed multidisciplinary teams across branding, content, media, and production in an agency-to-in-house model.
- Standardized processes and frameworks to scale creative execution across markets.
- Improved speed, quality, and efficiency of owned and paid media delivery regionally.

COMMUNICATIONS DIRECTOR | JAN 2018 - JAN 2020

QUADI / SANCHO GROUP, MIAMI & BOGOTÁ

- Led digital transformation and communications strategy across multiple agencies.
- Managed technology modernization and operational improvements.
- Oversaw internal and external communications, PR, and stakeholder alignment.

ACCOUNTS DIRECTOR | JAN 2014 - JAN 2018

SANCHO BBDO - ADVERTISING AGENCY

- Progressed from Account Manager to Accounts Director, leading integrated ATL, trade, and digital campaigns and managing teams of up to 13 people for major consumer brands.

SKILLS

- Creative Strategy & Direction
- AI-First Production & Prompt Workflows
- Generative AI Content Tools
- Agency-to-In-House Studio Operations
- Brand Strategy
- User Acquisition
- Retention & Lifecycle
- Product & Feature Launches
- Influencer & Creator Ecosystems
- Budget Ownership
- Performance Creative & CAC Optimization
- Google Workspace Studio & Canva AI
- Creative Win Rate & Asset Conversion
- LATAM & Brazil Consumer Brand Scaling
- Growth & Performance Marketing
- CAC Optimization
- WhatsApp/Owned Channels
- Go-to-Market Strategy
- Cross-Functional Leadership
- Fintech & Marketplaces