

Luis A. Laguna

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MARKETING DIRECTOR | VP MARKETING | CMO

Growth + Brand + Performance + Creative Ops

• B2C + B2B • U.S. + LATAM • English/Spanish

EXECUTIVE SUMMARY

Executive marketing and growth leader with 12+ years driving brand transformation, demand generation, communications, and digital modernization across telecom, SaaS/healthtech, nonprofit, public sector, entertainment, retail, and consumer brands. Combines strategic brand leadership with performance marketing, CRM/lifecycle systems, multimedia production, and cross-functional execution to deliver measurable business outcomes. Brings hands-on experience leading AI-assisted marketing, automation, content, and customer journey systems across multiple business environments, with the ability to align tool stacks, workflows, team capacity, and revenue goals for scalable growth.

EXECUTIVE IMPACT

- Reduced customer acquisition cost by 38% through targeted paid media, landing page optimization, and conversion-focused execution.
- Managed \$500K+ in media spend across Meta and Google while improving conversion efficiency and ROAS.
- Built growth systems contributing to \$2M+ in pipeline support and repeatable demand generation operations.
- Led AI-assisted marketing, automation, and customer journey initiatives across insurance, education, entrepreneurship, nonprofit, and consumer-focused environments.
- Structured CRM, automation, and lead nurture workflows using platforms including GoHighLevel, Salesforce, HubSpot, Zapier, ManyChat, Perspective, Monday, Klaviyo, and Marketo.
- Scoped and supported AI-enabled workflows for lead activation, qualification, reporting, content velocity, and community support use cases.
- Repositioned creator and influencer businesses, including one case that helped generate approximately \$100K in under 3 months.
- Directed digital transformation, public communications, and brand modernization efforts across startup, nonprofit, municipal, and commercial environments.

CORE LEADERSHIP AREAS

Growth & Performance: Demand generation, paid social/search, funnel strategy, landing pages, CRO, A/B testing, attribution, reporting

AI Integration & Automation: AI-assisted marketing systems, workflow design, lead qualification logic, campaign automation, no-code/low-code orchestration, API-informed solution planning

CRM & Lifecycle: Salesforce, HubSpot, GoHighLevel, segmentation, nurture journeys, SMS/email automation, lead routing, conversion visibility

Brand & Creative Ops: Positioning, messaging, identity systems, production leadership, content systems, storytelling

Digital Product & Web: UX/UI collaboration, web strategy, digital experience optimization, conversion-focused journeys

Executive Partnering: Founder advisory, stakeholder alignment, vendor leadership, cross-functional collaboration

Communications: Public-facing campaigns, bilingual messaging, community engagement, institutional storytelling



PROFESSIONAL EXPERIENCE

Founder / Fractional CMO & Chief Marketing Officer — Lagoon of Randomness LLC + CTRL+R Studio

Fort Lauderdale, FL | Aug 2011 – Present

Founded and scaled a character-led lifestyle brand and digital-first creative studio. Delivered branding, marketing, and content strategy for startups, public sector organizations, and global brands.

Led brand and campaign work for Coca-Cola, Sprite, Herbal Essences, Pantene, Oster, Claro, Liberty, and L'Oréal. Built end-to-end funnel systems for creators and entrepreneurs scaling to \$100K+ MRR. Directed cross-platform political and civic campaigns, including digital transformation for municipalities in Puerto Rico. Created narrative IP, including Cloak and The Coquí, bridging fashion, storytelling, and emotional branding. Produced multimedia content across video, podcast, UI/UX design, event branding, and social campaigns.

Expanded brand and campaign visibility across all 50 U.S. states and all 78 Puerto Rico municipios, representing a potential geographic population footprint of approximately 334.7 million people.

Marketing Director — Direct Deals Corp.

Fort Lauderdale, FL | Feb 2024 – Jul 2025

Oversaw growth marketing and creative strategy for 8 tech and telecom brands, including U2C Mobile, U2 Connect Now, Connect Care Insurance, and MowiLink, leading full-stack teams through platform development, content production, and demand generation initiatives across the U.S. market. Directed rebrand and digital transformation efforts for U2C sub-brands including Air, Home, and Eco, while helping modernize customer acquisition and retention infrastructure.

Launched the U2C Mobile branded app with live account tools, integrated CRM, and automation to support customer engagement and lifecycle communications. Reduced customer acquisition costs by 38% through ZIP-code-targeted paid advertising and landing page optimization. Increased fiber internet enrollments and mobile service activations across 12 states. Built scalable CRM systems supporting multilingual lifecycle campaigns across SMS, email, and web. Managed \$500K+ in ad spend, optimizing ROAS and conversion volume.

Led marketing representation through MVNO-focused industry events in both the U.S. and Europe, strengthening market visibility, industry presence, partnership development, and brand credibility within the mobile and telecom ecosystem.

Work supported brand visibility across all 50 U.S. states, representing a potential geographic population footprint of approximately 331.4 million people based on the 2020 Census resident population of the 50 states.

Marketing & Production Manager — Foundation for Puerto Rico

San Juan, PR | Aug 2020 – Feb 2024

As Marketing & Production Manager for Foundation for Puerto Rico, I led strategic marketing, communications, and production initiatives across digital, live, and community-facing channels to strengthen organizational visibility, stakeholder engagement, and program impact. Worked cross-functionally with a team of 50+ collaborators requiring coordinated marketing and production support across content, events, communications, and operational execution.

Managed website updates and supported digital content development to ensure accurate, engaging, and mission-aligned communications. Collaborated on social media strategy and content planning alongside copy and design partners while helping shape messaging, coordinate campaign timelines, and maintain brand consistency across platforms. Worked alongside nonprofit partners, private-sector collaborators, incubators, and community leaders across Puerto Rico to align communications and storytelling with program goals and stakeholder needs.

Produced, recorded, and coordinated video projects from concept through execution, overseeing both creative direction and production logistics. Directed and produced live events and multimedia initiatives, ensuring alignment with organizational goals and smooth execution across teams and vendors. Also designed and coordinated spaces for experiential events, roundtables, and community-centered activations that elevated audience engagement and stakeholder experience.

Served as a mentor in nonprofit programs including Pulso and Destino 191, sharing expertise in marketing and production with participants and emerging leaders. Contributed to capacity-building efforts that supported nonprofit storytelling, communications, innovation, and community-centered development. Program-related efforts supported 1,000+ participants across multiple Puerto Rico municipalities.

Worked closely with finance and external vendors to ensure project requirements, deliverables, contracts, timelines, and budgets were clearly communicated and executed efficiently. Helped bridge creative vision with operational execution by keeping vendor-

facing information organized, complete, and actionable. Coordinated community impact documentation for nonprofit site visits, capturing and organizing content that highlighted program outcomes and on-the-ground efforts.

Work supported visibility across Puerto Rico and the broader U.S. market, representing a potential geographic population footprint of approximately 334.7 million people based on the 2020 Census population of Puerto Rico and the 50 U.S. states.

Digital Communications Director (Consultant & Appointed) — Municipio Autónomo de Toa Baja

Toa Baja, PR | Mar 2017 – Mar 2020

Appointed to lead the municipality's digital communications and creative modernization initiatives, delivering public-facing content strategies, branding systems, and citizen engagement tools for a municipality serving 80,000+ residents. Led efforts to strengthen institutional visibility, improve public information access, and modernize how the municipality communicated programs, services, and community priorities.

Redesigned the official municipal website with improved UI/UX, stronger accessibility alignment, and clearer public information architecture. Produced social-first video and podcast formats to communicate government programs, community initiatives, emergency alerts, and leadership messaging in more engaging and accessible ways.

Launched branded campaigns supporting civic participation, COVID-19 safety awareness, and local economic recovery initiatives. Oversaw digital content governance across departments, helping standardize messaging, visual consistency, and content quality while training staff on communications best practices.

Introduced analytics tools and performance dashboards to track citizen engagement, content effectiveness, and service-related interactions, helping strengthen decision-making and communications responsiveness. Worked across departmental stakeholders to align digital communications with municipal priorities, community needs, and public-facing service goals.

Work supported municipal visibility within Puerto Rico's 78 municipios and contributed to public-facing communications serving a potential geographic population footprint of approximately 3.29 million people based on Puerto Rico's 2020 Census population.

Marketing & Advertising Director Consultant (1099) — Lagoon of Randomness LLC

Puerto Rico | Mar 2017 – Aug 2018

Directed strategic marketing, advertising, and public communications consulting engagements for government, municipal, and political organizations across Puerto Rico

under the Lagoon of Randomness service umbrella. Supported high-visibility public-facing accounts by advising stakeholders on messaging, public visibility, constituent engagement, and brand consistency in fast-moving communications environments.

Clients included Senado de Puerto Rico, Cámara de Representantes de Puerto Rico, Municipio Autónomo de Cataño, Municipio de Aguas Buenas, and Alcalde Ángel Pérez (Guaynabo). Led integrated campaigns across social media, digital, print, video, audio, livestream, and traditional advertising channels, helping align public communications with outreach goals, community engagement priorities, and campaign visibility needs.

Developed campaign concepts, creative assets, and communications materials tailored to each client's voice, audience, and public-facing objectives. Managed cross-channel execution, supported live and multimedia content production, and helped maintain consistency across messaging, visuals, and platform presence. Worked directly with leadership and stakeholders to strengthen public awareness, improve communication effectiveness, and support constituent-facing engagement through strategic marketing and communications execution.

Work contributed to public-facing visibility across Puerto Rico, representing a potential geographic population footprint of approximately 3.29 million people based on Puerto Rico's 2020 Census population.

Director of Marketing, Digital & Creative Consulting (1099) — Lagoon of Randomness LLC

Puerto Rico / Miami / Remote | Apr 2014 – Nov 2018

Led marketing, branding, digital communications, and creative consulting engagements for agency, entertainment, automotive, retail, political, and entrepreneurial accounts across Puerto Rico, Miami, and remote client environments under the Lagoon of Randomness service umbrella. Served as a strategic advisor and execution partner, helping clients strengthen brand presence, improve communications consistency, and develop creative assets aligned with business, promotional, and audience engagement goals.

Selected clients included SC Marketing Mix Solutions, Antonio "Súper" Cabrero, Miguel Francisco, Urbana Creative Group, Tunel CarWash, Lorna Tapia, Cabrera Auto, Enfasys Latin America, GM Agency, CUTCO, Wizz Tattoo, Pizá / Sony Music Entertainment (Puerto Rico), Herman F. Valentín Figueroa & Associates, and Miss Luquillo Universe 2013. Developed campaign concepts across social, digital, print, multimedia, and traditional channels while overseeing identity systems, media kits, business collateral, and digital asset design.

Supported client visibility through brand development, communications strategy, campaign planning, and cross-channel creative execution tailored to varied industries and audiences. Managed multiple contractual engagements simultaneously while maintaining responsiveness, execution quality, and alignment with each client's goals, brand standards, and market positioning.

Work contributed to client-facing visibility across Puerto Rico and U.S. market exposure, representing a potential geographic population footprint of approximately 334.7 million people based on the 2020 Census populations of Puerto Rico and the 50 U.S. states.

EDUCATION

- M.S., Entertainment Business — Full Sail University
- B.A., Comunicación y Arte / Publicidad — Universidad del Sagrado Corazón

CERTIFICATIONS

Google Analytics Certification • Google Ads Certification • Hootsuite Social Media Marketing Certification • CSMS

TOOLS / STACK

AI + Automation: ChatGPT, Claude, Gemini, HeyGen, LumaLabs AI, Kling AI, Dapta AI, Sintra AI, Meta AI, Adobe Firefly/Adobe AI, GoHighLevel AI tools •

Paid + Analytics: Meta Ads, Google Ads, GA4, GTM, Looker Studio •

CRM + Automation: Salesforce, HubSpot, GoHighLevel, Zapier •

Web + Commerce: WordPress, Shopify, Mailchimp •

Creative Suite: Adobe CC (Photoshop/Illustrator/Premiere/After Effects)

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