



Lucio Maramba

Long Beach, CA | 310-849-6563 | lucio@maramba.com

DIRECTOR OF OPERATIONS ~ SENIOR BUSINESS ANALYST ~ AUDIO PRODUCER

Dynamic veteran management professional offering extensive leadership of project initiatives with focus on client relationship building, business optimization, budgeting, and team building.

PROFESSIONAL PROFILE

Accomplished and results-driven Operations Professional & Audio Producer with a creative edge and outlook, offering 22 years of Operations Management experience and 15 years of Audio Production experience.

Unparalleled experience with business optimization, complex multi-variate analysis, vendor and agency management, call center management, and digital integration. Director level experience with personnel, including management of large teams with responsibility of vetting, hiring/firing and resolving personnel issues in the corporate environment adhering to the law. Staunch advocate for workplace diversity and team-building for optimal productivity and workplace cohesion. Experience working closely with CFOs and Accountants for budgeting, reconciliation and financial projections. Strategic thinker focused on client satisfaction, with the ability to take projects full cycle from conception to implementation. Expert analyst with extensive experience in designing custom client-facing and internal reporting for regular project analysis and monitoring. Effective at collaborating with clients to identify any roadblocks to project success, and systematically removing those barriers by drawing on extensive technical expertise and analytical skills.

Veteran Producer & Team Leader in both Live Sound and Studio Recording environments, overseeing FOH Engineers, Monitor Engineers, A2s and ProTools Engineers. Strong collaborative skills with Lighting Designers, Stage Managers, Video Techs and all creative teams.

Adept in managing simultaneous activities, handling frequent complex situations, and quickly solving problems. Expert presenter, negotiator, able to forge solid relationships and build consensus across multiple organizational levels. Particularly strong relationship management, team building, and general business acumen, with a verifiable track record of success and progression. An analytical and critical thinker with personal integrity, the ability to independently set priorities, and keep high standards of professionalism.

Areas of Key Impact:

Business Operations | Operational Team Management | Strategic Planning & Implementation | Audio Production
Proven Leadership | Impactful Communication | Process Improvement | Customer Service | Operations Management

Technical Proficiencies:

Microsoft Office Suite | Salesforce | Mac, iOS & Windows Platforms | AVID Pro Tools
Salesforce | Tableau | NetSuite | COREmedia | Google Analytics

Creative Skills: Audio Producer, Recording Engineer, Guitarist, Professional Singer

HIGHLIGHTS

- ✓ Responsible for the logistical setup and results management of over 9,000 accounts, representing more than \$1.6 Billion in gross media billing and resulting in over \$2 Billion in client Direct Response income.
- ✓ Managed operational budgets, working closely with Financial Teams on both projections and reconciliation.
- ✓ Adept at successfully interfacing with clients, staff, vendors, and potential business partners.
- ✓ Proven ability to develop relationships effortlessly and build instant rapport among staff and customers/clients.
- ✓ Managed sophisticated cross-functional relationships by analyzing all aspects of a client's business to ensure campaign goals and intentions were successful and within/under budget.
- ✓ Experienced Manager of large Teams, representing diverse ethnicities, ages, abilities, orientations
- ✓ Experienced Audio Professional with 14 years of working in both Studio and Live performance environments
- ✓ Producer of 5 GMCLA Albums, including the 2 most recent recorded at Sony Pictures Studios (Barbra Streisand Scoring Stage)
- ✓ Proven Team Leader, regularly managing Audio Teams at the Alex Theater, Walt Disney Concert Hall, The Avalon, Dolby Ballroom and the Hollywood Bowl over the last 15 years as Audio Producer for GMCLA
- ✓ Experienced Sound Designer for GMCLA's "It Gets Better" National Touring Production

PROFESSIONAL EXPERIENCE

CEO & Owner | Analytics, Insight, Integrity Performance Management – Long Beach, CA **2018 – present**
Private consulting business leveraging 22 years of operations and analytics experience to help clients manage their marketing campaigns. Works directly with clients to determine roadblocks to success, and systematically optimizes their campaigns based on insights gleaned from actual data. Oversees and manages client vendors, including Creative Agencies, Media Agencies, Call Centers, Telephony Providers, Fulfillment Centers.

Audio Producer – IGB National Tour | San Francisco Gay Men’s Chorus – San Francisco, CA **2018 – Present**
Sound Designer, FOH Audio Engineer & Audio Producer for “it gets better” National Tour.

Audio Producer | Gay Men’s Chorus of Los Angeles – Los Angeles, CA **2003 – Present**
Responsible for all audio during recording sessions, rehearsals & performances. Producer of 5 GMCLA albums: “Joyful & Triumphant” (2018), “I Rise” (2017), “Best.Holiday.Ever” (2015), “GMCLALive” (2011), “Holidays” (2007). Sound Designer for the GMCLA “it gets better” National Tour.

Senior Manager, Campaign Performance Group | Dial800, LLC – Los Angeles, CA **2013 – 2018**
Oversee a portfolio of multimillion-dollar ad campaigns, analyze demographics/buying patterns, and manage call center performance.

- Recruited by Dial800 to create and implement the new and innovative Campaign Performance Group allowing the company to onboard high-touch clients that need in-depth campaign analytics and direction on how to grow campaigns while maximizing performance.
- Designed, implemented and updated technical systems used for tracking and analysis of Direct Response Media campaigns.
- Utilize extensive technical expertise and analytical skills to provide a unique selling point over competitors.
- Continuously combine and leverage extensive operations and campaign management (Direct Response industry knowledge) with the company’s robust call routing platform and vast library of numbers to provide the ultimate customer experience.
- Work in conjunction with the Account Management and Customer Care team to provide each client with data-driven analytics, ensuring overall satisfaction for new and existing campaigns.
- Strategically and continuously bring aboard high-touch clients stemming from current and past industry contacts, assisting them with growing their campaigns and educating them on maximizing performance.
- Develop actionable recommendations and create and deliver presentations to the executive team on maximizing client growth.

Mercury Media, Inc. (Various Positions) – Santa Monica, CA **1997 - 2013**
Director of Operations, Mercury Media en Español - (2011 – 2013)
Director of Research & Tracking - (2005 – 2011)
Tracking & Logistics Manager – (2001 – 2005)
Shortform Tracking Manager – (2000 – 2001)
Teleservice Coordinator – (1999 – 2000)
Senior Tracker – (1998 - 1999)
Media Tracker – (1997 – 1998)

- Directly oversaw the Tracking, Research & Analysis, and Data Entry departments, with a combined staff of over 15 individuals responsible for providing excellent in-house and client technical services.
- Regularly designed, implemented, and updated internal systems for tracking and analysis of Direct Response media campaigns.
- Coordinated and oversaw the logistics and proper setup of all new accounts with multiple vendors both prior to and during the run of various promotions.
- Completed ongoing audits and reconciliations on client response data for accuracy, and configured detailed reports for the clients.
- Researched the latest technologies for client optimization and negotiated all corresponding contracts.
- Resolved technical problems affecting the integrity of response data through direct interaction with telemarketing agencies and their IT/Data Centers.
- Engaged in creative review of Direct Response infomercials and spots to maximize effectiveness in test/roll-out and provided feedback to clients.
- Thoroughly reviewed telemarketer operator scripts and provided feedback and/or edits when necessary.
- Verified the integrity and accuracy of all incoming responses to produced data.

OTHER EXPERIENCE

Architect Intern | John Friedman Alice Kim Architects – Los Angeles, CA
Architect Intern | O'Leary Terasawa Partners – Los Angeles, CA

1996 – 1997
1994 – 1996

EDUCATION

University of Southern California, Los Angeles, CA
School of Architecture

1993-1996

- * Course work towards Bachelor's of Architecture (BARCH) degree
- * 3.44 GPA at time of departure (June 1996)
- * President of the Architecture School's Student Council (1995-1996)
- * Teaching Assistant, Architecture 101 (Steele, 1995-1996)

PROFESSIONAL REFERENCES

James Diorio
CEO

Porphyry, LLC
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Marcelino Miyares
Partner

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CEO

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Jeff Mandell
Owner

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Dr. Joseph P. Nadeau
Artistic Director & Conductor

Gay Men's Chorus of Los Angeles (GMCLA)
816-509-2398 (C)
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Paul Wertheimer
Recording Engineer

Sony Pictures Studios – Culver City, CA
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Darren Mora
Head Sound Engineer

Fred Kavli Theater – Thousand Oaks, CA
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Bob O'Neill
Technical Director & Facilities Manager

Alex Theater – Glendale, CA
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Rafa Posada
Assistant Technical Director

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