



Lucio Maramba

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CEO ~ SENIOR ANALYST ~ DIRECTOR OF OPERATIONS

Dynamic veteran analyst and operations professional offering extensive leadership of project initiatives with focus on data insights, dynamic custom dashboard design, and client relationship management.

PROFESSIONAL PROFILE

Accomplished and results-driven Direct Response Analyst & Operations Executive professional with a creative edge and outlook, offering 26+ years of DR industry experience with campaign optimization, complex multi-variate analysis, vendor and agency management, call center management, streaming and digital.

Expert with Tableau online dashboard design, creation, and all data ETL tasks from various sources. Strategic thinker focused on client satisfaction, with the ability to take projects full cycle from conception to implementation. An expert at developing procedures to efficiently support clients and their campaign objectives by employing process improvements based on data-driven solutions. 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. 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:

Online Analytics & Dashboard Design | Data ETL Validation | User Training & Customer Service
Strategic Planning & Implementation | Operational Team Management | Proven Leadership
Process Improvement | Operations Management | Industry Thought-Leader

Technical Proficiencies:

Tableau Implementation, Design | Mac, iOS & Windows Platforms | Microsoft Office Suite | SQL Queries
Salesforce | COREmedia | Google Analytics | AVID Pro Tools | Catalyst Airdate Management System

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

HIGHLIGHTS

- ✓ Designed, deployed and implemented Tableau Cloud Online for multiple DR Media Agencies, including training for all staff and custom dashboard designs across all agency divisions
- ✓ Administrated all aspects of Tableau for multiple agencies and their clients, including security, access and permissions
- ✓ Oversaw all ETL (Extract/Transform/Load) & validation of all data from various sources into Tableau data warehouse(s) for optimum dashboard functionality
- ✓ 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.
- ✓ Advocate for the interests of clients in matters of technical discrepancies with database vendors, telemarketing agencies and broadcast verification services, achieving positive and equitable results for the clients.
- ✓ Drove strategic decision making by evaluating channels and accounts to better understand the overall performance and generated recommendations from the process.
- ✓ Managed and directed a combined staff of over 15 talented individuals ensuring excellent in-house and client technical services were provided.
- ✓ Proven ability to develop relationships effortlessly and build instant rapport among staff and customers/clients.
- ✓ Proactive leader with refined business acumen and exemplary people skills.
- ✓ Facilitate a team approach to achieve organizational objectives, increase productivity and enhance employee morale.

PROFESSIONAL EXPERIENCE

CEO & Owner | Maramba Insights, Inc. – Long Beach, CA

2018 – present

Providing dynamic online dashboards for Direct Response Media Agencies for internal staff and their clients. WE handle all ETL from any data sources, validate accuracy of data, and design custom dashboards for all agency divisions and their clients.

- Successfully implemented and administrate Tableau Online Cloud for multiple DR Media Agencies, acting as their outsourced Analytics Department
- Oversee all aspects of data ETL from providers (e.g. Call Centers, FaceBook, Google Analytics, Amazon) into a singular data warehouse
- Design and deploy custom dashboards, accessible securely online to internal stakeholders and external clients, by working closely with users and agency Information Systems programmers
- Oversee data warehouse design, to ensure maximum compatibility with Tableau efforts and future-proof data infrastructure to facilitate growth and expansion

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.
- 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.
- 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.

CREATIVE EXPERIENCE

Recording Engineer, DANTE REDCAT – Roy and Edna Disney CalArts Theater Walt Disney Concert Hall, Los Angeles, CA Onsite DANTE Multi-track Recording Engineer for live performances	2024 – Present
Audio Engineer & Consultant A Noise Within Theater Pasadena, CA Onsite Audio Engineer, Audio System Designer & Installer, Audio Team Trainer	2023 – Present
Audio Producer Gay Men's Chorus of Los Angeles Los Angeles, CA Responsible for all audio during recording sessions, rehearsals & virtual concerts. Voice Over talent for ads. Producer of 5 GMCLA albums: "Holiday Spectacular" (2018), "I Rise" (2017), "Best.Holiday.Ever" (2015), "GMCLALive" (2011), "Holidays" (2007). Sound Designer for the GMCLA <i>it gets better</i> National Tour (2012-2018).	2004 – Present
Audio Producer & Sound Designer San Francisco Gay Men's Chorus San Francisco, CA / various states across the US Responsible Sound Designer & Touring Audio Engineer for the SFGMC <i>it gets better</i> National Tour.	2018 – 2021
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 * Course work towards Bachelor's of Architecture (BARCH) degree * 3.8 GPA at time of departure * President of the Architecture School's Student Council	1993-1996
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PROFESSIONAL REFERENCES

Marcelino Miyares, Partner

d2H Partners
310-809-5393
marcelino@d2hispanic.com

Eric Elliot, VP of Growth & Operations

Media Jet Marketing
X310-383-5160
eelliott@gmail.com

Bernadette Abasta, VP Client Development & Strategy

Bluewater
760-672-5930
Bernadetteabasta@gmail.com

Stacy Durand, CEO

Media Design Group
310-584-9645
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Beth Bloom, (former) Senior Director, Marketing Operations

Guthy Renker
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