

CRISTY MARRERO

HEAD OF CONTENT | BILINGUAL MULTI-PLATFORM MEDIA EXECUTIVE
ENGLISH & SPANISH · DIGITAL, SOCIAL, VIDEO, AUDIO & PRINT

PROFILE

Bilingual (English/Spanish) content executive with 21+ years building and leading multi-platform media brands for Latino and multicultural growth audiences across digital, social, video, audio, and print. Launched Hola! USA, The Americano, Floricua, and an Audible-partnered audio studio from the ground up. Leads OKR-driven teams of up to 80+ journalists and creators, manages substantial budgets and P&Ls, and builds content operating models that connect editorial, social, audio, and audience development to growth and business goals. Specialty in content for women of color. Award-winning journalist and author of the Amazon bestseller [Las Imperfectas](#).

CORE EXPERTISE

Multi-Brand Content Strategy
Programming, Formats & Franchises
Original IP Development
Audience Development & Growth
Social, Video & Podcast Content
Bilingual Editorial Leadership
Copywriting & Proofreading (EN/ES)
Integrated Content & Biz Dev
OKR-Driven Team Leadership
Budget & Resource Management
Print, Digital & Social Publishing
Content Management Systems
Google Workspace
Artificial Intelligence
Adobe Creative Suite | Hindenburg
Spokesperson & Keynote Speaker

EDUCATION

Universidad Complutense de Madrid
Master's, Digital Technologies · Spain, 2000–2001
Universidad del Sagrado Corazón
Bachelor's, Journalism · Puerto Rico, 1996–2000

CONTACT

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WORK EXPERIENCE

Head of Content Development | [Audible](#) / [3Pas Studios](#) 2023 – Present

Consultant · Eugenio Derbez's Hollywood-based production company

- Built and launched the company's audio division in partnership with Audible, creating original, franchise-ready IP for Latino audiences.
- Developed a slate of two pilots (comedy, true crime), a self-development series, and a political satire series; set briefs, standards, and timelines across talent and production partners.

SVP of Content & Head of Storytelling 2018 – Present

[Cristy Marrero, LLC](#) · Clients include [Courier Newsroom](#) and [AARP](#)

- Strategized and launched **The Americano** and **Floricua**, two social-media-first, multiplatform Latinx news brands owned by Courier Newsroom, defining each brand's audience proposition, coverage lanes, ecosystem, and platform mix.
- Led a newsroom of 80+ journalists and freelance reporters covering politics, civic life, and voter engagement, setting editorial standards and performance priorities.
- Surpassed 1.5M page views within the first five months and grew a combined audience of 1M Latinx readers.
- Advised AARP on the launch of a new platform engaging women 40+ with the brand.

Editorial Vice President | [Hola! USA](#) 2015 – 2017

- Launched the U.S. edition of the award-winning brand and led Spanish- and English-language content across print, digital, social, and video.
- Oversaw all digital properties and developed integrated content concepts with Hola TV, extending the brand into video programming.
- Reached 1M+ monthly unique visitors on hola.com and 400K+ monthly subscribers nationwide in year one; grew social audience to 1M+ across platforms.
- Led a team of 20+ editorial experts and managed a \$7M annual budget.

Group Content Chief | [Meredith Hispanic Media](#) 2007 – 2015

Now Dotdash Meredith

- Directed content strategy across a portfolio of Spanish-language brands for distinct audiences and life stages: *Siempre Mujer*, *Ser Padres*, *Ser Padres Espera*, and *Ser Padres Bebé*.
- Led a cross-functional team of 20+ across editorial, print, digital, and art.
- Built 360-degree strategies connecting content to audience development, marketing, and business development opportunities.
- Grew *Siempre Mujer* subscriptions 25%; launched [siempremujer.com](#) and [serpadres.com](#), reaching 4M+ monthly unique visitors and 2.5M+ followers.

Contributor | [EFE News Agency](#) 2005 – 2008

- Created, launched, and wrote a weekly television column for the Spanish news agency, interviewing talent and tracking TV trends.

Fashion & Beauty Editor | [Televisa Publishing](#) 2001 – 2007

- Conceptualized and reported stories for *Vanidades*, the 70-year-old Spanish-language bi-weekly, interviewing leading talent and experts in fashion, beauty, and women's affairs.

AWARDS

Folio Top Women in Media Leadership | June 2015

NY Women in Communications, WICI Awards Rising Star | Sept 2013

MIN - Most Intriguing People in Media | Dec 2014