

CRISTY MARRERO

CREATIVE CONTENT STRATEGIST
SVP / HEAD OF STORYTELLING


PROFILE

An award-winning journalist with 21 years of experience in the private sector and publishing world, professional storyteller, SVP of content, and published author of Amazon Bestseller [Las Imperfectas](#). A seasoned executive and passionate content and communications strategist, spokesperson, keynote speaker, and wellness expert with a strong communications, management, content creation, and brand development background. Strong eye for digital strategy and audience engagement. Specialty in developing content for women of color. Experience in leading, growing, and inspiring OKR-driven teams and managing budgets. I enjoy creating content that can reach an audience globally, regardless of language and platform of preference—business- and have audience development expertise in publishing, podcasting, digital, and social media.

SKILLS

C-Suite Executive
Branding
Storytelling
Public Relations
Artificial Intelligence
Digital Media
Writing
Budget Management
Team Management
Content Management Systems
Content Strategy
Multimedia Expert
Podcasts | Hindengurg
Marketing
Journalism
Adobe Creative Suite
Audience Development
Fluent in Spanish & English

CONTACT

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[LinkedIn](#)
[Website](#)

EDUCATION

Universidad Complutense de Madrid | Masters Digital Technologies

Spain 2000-2001

Universidad del Sagrado Corazón | Bachelors in Journalism

Puerto Rico 1996 - 2000

WORK EXPERIENCE

Head of Content Development at [Audible/3Pas Studios](#)

2023 - Present

Led and successfully launched the audio division at Eugenio Derbez's Hollywood-based production company in partnership with Audible on a consultant basis with two pilots on comedy & true crime, one self-development on air, and one political satire in production to be released in the Fall of 2025.

SVP of Content + Head of Storytelling at [Cristy Marrero, LLC](#)

2018 - Present

Executive leader. Strategized and successfully launched The Americano and [Floricia](#) brands. Both online/multiplatform news outlets owned by [Courier Newsroom, Inc.](#), are dedicated to informing, educating, and empowering Latinx to increase turnout in the Election and beyond. She oversaw a newsroom of 80+ journalists and freelance reporters covering all things politics. Grew the brands by surpassing the 1.5M PVs mark within the first five months with a total audience of 1M Latinx. Consulted for [AARP](#) on the launch of a new platform to engage women 40+ with the brand.

Editorial Vice President at [Hola! USA](#)

2015-2017

Responsible for launching the US edition of the award-winning magazine. Oversaw creative content in both the Spanish and English editions. Marrero was also in charge of all digital properties and integrated content concepts with Hola TV. She oversaw a team of more than 20 editorial experts. Under her leadership, Hola! USA reached over 1MM MUVs on hola.com and over 400,000 monthly subscribers nationwide within the first year of its launch. The brand's social media audience surpasses 1M across all platforms. Managed a budget of \$7M/ year.

Group Content Chief at [DotdashMeredith](#)

2007-2015

Led a team of 20+ creative content creators in editorial, print, digital, and art. Developed 360-degree strategies designed to support all audience engagement and development, & marketing and business development opportunities for Meredith Hispanic Media titles (including *Siempre Mujer*, *Ser Padres*, *Ser Padres Espera*, and *Ser Padres Bebé*.) Lead *Siempre Mujer* to a 25% subscription increase. Successfully launched [siempremujer.com](#) and [serpadres.com](#) with over 4 million MUVs and surpassing 2.5M followers.

Contributor at [EFE News Agency](#)

2005-2008

Created, launched, and wrote content for the weekly television column of the Spanish news agency. Responsible for interviewing & reporting on talent and following trends in the TV space.

Fashion & Beauty Editor at [Televisa Publishing](#)

2001-2007

Responsible for reporting and creating content for Vanidades, a 70-year-old bi-weekly publication in Spanish. Conceptualized stories and interviewed leading talent & experts in the fashion and beauty fields 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**