



TESA ARAGONES

Brand Marketing. Digital Branding. Digital Innovation.

Contact

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Profile

Executive marketer with 25 years of experience across: brand marketing, brand strategy and positioning, brand innovation, marketing campaigns, creative concepts and production, digital marketing, UX, social, e-commerce, product customization and personalization. Experience leading digital products and services including mobile applications, wearables and video games. Strong track record of leading cross functional and cross cultural teams. Managed marketing budgets in the hundreds of millions of dollars for domestic and international brands.

In my career, I have been fortunate to have worked for some of the most iconic brands and on some incredible projects. The work that I am most proud of always solves a consumer need, moves the world forward and inspires with a great story.

Inventor on 12 Patents filed by Nike. Member, Advisory Council for the Cranbrook Academy of Art since 2011. Advisor, Adjunct Instructor and Speaker at College for Creative Studies (CCS) and Stanford Community College, part of the Stanford Design School designed for and by the black and brown community. Official Judge, Cannes Festival of Creativity Future Lions 2019. Contributing writer for AdWeek. Named in Ad Age's Top 40 Marketers Under 40, Forbes CMO, AdWeek CMO and Business Insider CMO. Board of Directors for: Tilly's (NYSE: TLYS), Dave, Inc. (NASDAQ: DAVE). Board Advisor for: Polaroid, ChangeUp for Charity, Encantos, Unbias.

Education

Babson College - Wellesley, MA. Bachelor of Science (1991)

Majors: Marketing and Entrepreneurial Studies.

University de Nice - Nice, France. Year abroad (1990)

Concentration: International Business. Film.

Wellesley College - Wellesley, MA. Cross registration (1988-1989)

Concentration: French. Film.

Ashridge Executive Education - Berkhamsted, UK (2003)

Volkswagen Group International Top Management Program.

Experience

● **AKQA, San Francisco, CA. (Sept 2022 - Present)**

President, North America

● **Discord, Inc. San Francisco, CA. (Sept 2020 - Nov 2021)**

Chief Marketing Officer

● **VSCO, Inc. Oakland, CA. (May 2018 - April 2020)**

Chief Marketing Officer

● **Nike, Inc. Beaverton, OR. (2008 - 2018)**

Senior Global Brand Marketing Director, Women's Training (Jan 2016-Oct 2018)

Senior Global Brand Marketing Director, NikeiD (Aug 2014-Jan 2016)

Senior Global Experience Design Director, Nike+ (Jul 2013-Aug 2014)

Senior Global Category Director, Nike+ Training (Jul 2012-Jul 2013)

Global Digital Experience Director, Nike+ Training (Feb 2010-Jul 2012)

Global Digital Brand Director, Women's Training (Mar 2008-Feb 2010)

● **David & Goliath, El Segundo, CA. (2006-2008)**

Managing Partner: Digital Branding, Innovation, dñg (Apr 2006-Mar 2008)

Accounts: Kia Motors, Universal Studios Hollywood, Universal Orlando,

Bacardi Global, Cazadores, Applebee's, MGM Studios

● **Volkswagen Group.** - North America, Auburn Hills, MI. (1997-2006)

Director, Media and Interactive Marketing (Dec 2004-Apr 2006)

Volkswagen Group Top Management Development Program (Jan-Nov 2003)

Director of eBusiness and Brand Innovation (Dec 2000-Dec 2004)

Brand Marketing and Advertising Manager (July 1997-Dec 2000)

● **DMB&B, Troy, MI. (1992 - 1997)**

Brand Account Supervisor, Pontiac-GMC Division (Feb 1997-July 1997)

Account Executive, Pontiac-GMC Division (Oct 1994-Feb 1997)

Professional Development Program, Cadillac (Mar 1992-Oct 1994)

Accounts: Cadillac, Pontiac-GMC, GM Credit Card

Expertise

Delivers Results. Goal Oriented. Innovative. Articulates A Clear Vision. Leads with Integrity. Strategic. Consumer Centric. Effective Communicator. Develops Talent.

Achievements

Discord

Established the Mission, Vision and 3 Year Strategy to grow Discord beyond gaming

Launched: brand redesign, brand repositioning, integrated campaign: Imagine a Place

Brand Awareness increased 150%, Brand Consideration increased 140% YOY

2020-2021: 3x Revenue and 2x Monthly Active Users (MAU)

VSCO

Unified Company with Global Consumer Insights to Build a 3 Year Strategic Plan.

Architected an All New Brand Strategy: Consumer Focus, Mission, Vision, Position.

Built VSCO Marketing Offense: Brand, Performance, Social, Creative, Editorial, Ops.

Increased Brand Strength 275% and Doubled Membership Subscriptions in 2 years.

Nike Training Club

Creator of Nike's Global Training Community: App, Classes, Events, Trainer Network.

Nike's first iPhone App 2009. Has been ranked #1 Health/Fitness app in 23 countries.

30M+ downloads, 5-star iOS, Android. 18 Languages across 146 countries.

Nike+ Kinect Training

Directed Strategy, Design, Production & Global Launch of Nike+ Platform Partnership.

Nike's First Video Game Title in Partnership with XBOX. #1 Kinect Title Holiday 2012.

Cannes Lion: 2013 Gold UX, Silver Direct Marketing.

Nike Women's Training

Led Brand Marketing for the Women's Fitness and Training Consumer.

Reset the Brand Strategy and Positioning. #1 FTW/APP Brand in 5 Key Markets.

More Than Doubled Category Revenue Since 2008.

NikeiD

Led Brand Marketing for the Customized Products Division: Design and Performance.

Created the Strategic Brand Plan and Positioning.

Produced the highest growth rate in 10 years (+40%). Broke 3 sales records 2014.

VW Brand Marketing

5 Effie Awards for Marketing Effectiveness: Creative, Distribution, Results.

www.vw.com: first VW car configurator, dealer website program & lead generation model.

Web Awards "Best Automotive Website" 2005.