SILVIA ITZEL SALAS LOPEZ

Senior Marketing & Brand Strategy Manager | Project Leadership | Entertainment & Digital Marketing

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EXPERIENCE

Strategic Marketing Planning Manager Sr.

Walmart Mexico & Central America — 2023 - Present

- Led marketing planning for Walmart's entertainment and retail verticals, managing four concurrent strategic initiatives and six cross-functional stakeholder groups while aligning brand, customer experience, and commercial objectives.
- Managed a direct team of 2 and coordinated 6 cross-functional stakeholder groups while overseeing an average of 4 concurrent projects alongside BAU operations.
- Synthesized qualitative consumer research, quantitative market studies, and performance data from Nielsen, Kantar, and IBOPE to support strategic decision-making.
- Directed the end-to-end production lifecycle of digital and social marketing assets, including videos, social content, landing pages, and campaign visuals.
- Developed brand equity frameworks and brand essence strategies by translating consumer insights and cultural trends into actionable marketing initiatives.

Strategic Product Manager

Walmart Connect — 2022 - 2023

- Led strategic marketing initiatives across six business ecosystems: Cashi, Bait, Walmart Pass, Walmart Health, SUMA, and Remittances.
- Orchestrated five stakeholder groups, cross-functional teams, and external agencies while managing a product roadmap and more than 200 communication campaigns across multiple business ecosystems.
- Owned commercial planning, product lifecycle strategy, and go-to-market execution, contributing to a 130% YoY increase in product sales and revenue.
- Delivered the full rebranding strategy for Cashi, contributing to a 10 bps improvement in customer retention and an NPS above 85%.
- Spearheaded the end-to-end launch of the Invex x Walmart co-branded card program, coordinating internal teams and external partners from strategy through implementation.
- Directed the postpaid launch strategy for Bait, supporting the migration of 20% of the prepaid customer base to postpaid plans.
- Restructured the Walmart Health program, achieving a cross-sell engagement rate 3.4 times higher than the average purchase ticket.

Strategic Marketing Planning Manager

Walmart Mexico & Central America — 2019 - 2021

- Conducted qualitative and quantitative consumer research, analyzing shopper behavior, market trends, and syndicated data from Nielsen, Kantar, and IBOPE to identify category growth opportunities and improve customer experience.
- Developed end-to-end marketing strategies and action plans for multidisciplinary teams across multiple product categories.
- Managed marketing budgets and resource allocation to maximize campaign effectiveness and business impact.
- Provided ongoing strategic recommendations to product and brand teams based on evolving consumer insights and market dynamics.
- Translated research findings into actionable initiatives that contributed to incremental category sales growth.

Strategic Planner Sr

Ariadna Communications Group — 2017 - 2019

- Led the development and execution of integrated marketing campaigns for clients including Nissan, TouchBistro, and Banco Azteca.
- Designed CRM and loyalty strategies to support customer acquisition, engagement, and retention objectives.
- Managed campaign budgets, project timelines, and external vendor relationships across multiple accounts.
- Developed target audience and market strategies for hospitality brands including Ibis, Novotel, and Palace Resorts.
- Collaborated with creative, media, and account teams to ensure strategic alignment and successful campaign execution.

LANGUAGES

Spanish	Native	English	Advanced | C1

SUMMARY

Strategic marketing and brand leader with 10+ years of experience driving integrated marketing, advertising, and brand initiatives across retail, fintech, telecommunications, and entertainment. Expertise in brand strategy, product marketing, advertising campaign management, consumer insights, project leadership, and go-to-market execution. Proven track record leading cross-functional teams, large-scale campaigns, product launches, and brand transformations that drive audience engagement, customer growth, and business performance through data-driven decision-making.

KEY ACHIEVEMENTS

- Delivered a 130% YoY increase in product sales and revenue by leading the commercial planning, product roadmap, and go-to-market strategy for six digital ecosystems, including Cashi, Bait, Walmart Pass, Walmart Health, SUMA, and Remittances.
- Spearheaded the end-to-end rebranding of Cashi, improving customer retention by 10 bps and achieving an NPS above 85% through a consumer-centric brand and engagement strategy.
- Led the launch of the Invex x Walmart co-branded card program, coordinating cross-functional teams and external partners from strategic planning through market execution.
- Directed the postpaid launch strategy for Bait, successfully driving the migration of 20% of the prepaid customer base to postpaid plans through targeted acquisition and retention initiatives.

EDUCATION

Bachelor's Degree in Business Administration

IPN – Escuela Superior de Comercio y Administración

SKILLS

Soft Skills

Strategic Leadership, Stakeholder Management, Cross-Functional Collaboration, Team Leadership, Executive Communication, Problem Solving, Critical Thinking, Influence Without Authority, Relationship Building, Adaptability.

Technical Skills

Brand Strategy, Product Marketing, Strategic Planning, Project Management, Program Management, Go-to-Market Strategy, Campaign Management, Consumer Insights, Marketing Analytics, Content Strategy, Creative Operations, Customer Experience Strategy, Customer Acquisition & Retention, Brand Equity Development, Entertainment Marketing, Advertisement Strategy.

TOOLS

Asana, Monday.com, Trello, Tableau, Nielsen, Kantar, IBOPE, Spotify Charts, S4A, SQL, BigQuery, JIRA, GitHub, Gemini, ChatGPT, Claude, Code-Puppy, Looker Studio, AI-Powered Marketing Solutions, Adobe WorkFront, M365 Copilot, Figma.

CERTIFICATIONS

Entertainment Marketing Management – Xperience Makers

Behavioral Design Diploma – Instituto Mexicano de Economía de Comportamiento

Music Business Diploma – Sala de Audio

Product marketing and Go to Marketing Strategy John Wiley & Sons