

Victoria Planells

Marketing Executive · Brand Strategy that Drives Performance

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PROFILE

Marketing executive with 15+ years at the intersection of brand strategy, demand generation, and revenue systems. What sets me apart is a combination most executives have one side of, but not both: I bring genuine brand and storytelling instincts to highly systematic, measurable growth work. I take brand stewardship as seriously as pipeline numbers, and I build systems that honor both. My career has been spent working alongside visionary founders and CEOs who are deeply invested in their brand, translating ambitious vision into marketing infrastructure that produces results long after the initial build. I've done this without the safety net of unlimited budgets, which means I know how to be creative, pragmatic, and resourceful, finding the smart move over the expensive one. Now bringing that operator mindset into a single organization to build something lasting.

CORE EXPERTISE

- Brand Strategy + Storytelling
- Demand Generation + Pipeline
- Revenue Attribution + ROI
- Go-to-Market Strategy
- Marketing Operations + Systems
- Team Building + Leadership
- AI-Driven Marketing Agents
- Executive + CEO Partnership
- B2B + B2C Growth Strategy

CAREER EXPERIENCE

Interim Chief Growth Officer

BetterLife · Remote

Mar 2026 – Jul 2026

Brought in as first growth leader to rebuild a broken growth engine for a founder-led education and media business.

- Diagnosed a broken paid acquisition system, restructured the team and ads architecture, and opened new growth channels — producing positive performance signals within the **first week** of new strategy implementation.
- Owned full growth function end-to-end: marketing, sales alignment, funnel optimization, revenue systems, and team performance.
- Built infrastructure for scalable, predictable revenue growth across a personality-driven education brand with a large existing audience.
- Role concluded when founder made a personal decision to step back from the business.

Founder & Fractional Chief Marketing Officer

Ugli Ventures · Miami, FL

2017 – 2026

Served as embedded senior marketing leader for growth-stage companies across SaaS, EdTech, healthcare, and professional services, owning strategy, team, and revenue outcomes at each engagement.

Selected Engagements:

Suneera Madhani — CEO School & Millionaire Founder Club

- Provided strategic brand and positioning counsel to one of the most recognized women founders in the US, helping her navigate a pivotal business transformation.
- Challenged the founder's initial go-to-market instinct, recommending an upstream, premium positioning strategy over a high-volume SaaS model, a call that proved correct.
- Developed the launch strategy for Millionaire Founder Club and oversaw the strategic wind-down of the legacy CEO School model. **Revenue doubled from \$500K to \$1M ARR in 12 months.**

Leadership Development Firm — B2B Professional Services

- Rebuilt demand generation from scratch for a firm whose growth was 100% referral-dependent, implementing account-based marketing targeting senior executives for \$50K+ engagements.
- **Grew qualified leads 10x within 12 months.** Generated \$8M in new pipeline opportunities through systematic, repeatable demand generation.
- Built internal marketing capability through structured coaching, establishing systems that operated independently without ongoing external support.

Commercial Roofing Services — \$26.8M Regional Business

- Transformed marketing from an unmeasured cost center to a fully attributed revenue driver by implementing proprietary scorecard and flywheel systems.
- **Generated \$250K in closed revenue and \$3M in pipeline within 8 months** — with full weekly visibility into ROI across all channels.

Additional Results Across Engagements:

- Increased inbound lead volume by up to **300%** through systemized demand generation frameworks deployed across multiple clients.
- Reduced client acquisition costs by **25–40%** through data-driven campaign optimization and full-funnel attribution modeling.
- Elevated junior marketers into strategic leaders within 90 days through structured mentorship and knowledge transfer programs.
- Built and lead The Scalable Marketing Machine Accelerator, developing marketing leaders from 10+ companies, most sponsored by their CEO.

Interim Marketing Director

SaaS Academy (Dan Martell) · Remote

Jun 2021 – Dec 2021

Led marketing at one of the most recognized B2B SaaS coaching and education brands, reporting directly to founder Dan Martell.

- Owned all marketing functions end-to-end: team leadership, hiring, channel strategy, systems, and revenue reporting.
- Identified critical infrastructure gaps, rebuilt email and lead nurturing systems that had no long-term conversion architecture, opening new acquisition channels and restructuring the team around sustainable growth.
- **Helped scale the business from \$8M to \$12M ARR in 6 months** through systematic lead generation, conversion optimization, and full-funnel marketing operations.
- Established repeatable growth playbooks that outlasted the engagement, translating the founder's vision into scalable marketing infrastructure.

Growth Strategist

Diaz Cooper Advertising · Miami, FL

2018 – 2019

- Developed omnichannel growth strategies that **boosted client online bookings by 50% year-over-year.**
- Partnered with agency leadership to sharpen market positioning and improve client retention through custom ROI reporting dashboards.

Regional Director of Sales & Marketing

Chic Collection · New York & London

2014 – 2016

- **Doubled lead generation** through strategic digital partnerships and a full brand relaunch across two international markets.
- Drove **30% revenue growth** and secured new global partnerships, including Andaz and Virgin Limited Edition, through high-impact PR and international business development.

Director of Sales & Marketing

URBN Hotels · Shanghai, China

2009 – 2013

- Increased annual revenue by **20%** and achieved a **Top-10 TripAdvisor ranking**, held for 2+ years, through integrated sales and digital marketing strategy.
- Earned international press coverage on CNN for pioneering social media and digital storytelling campaigns, an early signal of the brand-led growth approach that defines my work today.
- Promoted from Marketing Manager (2009–2011).

PODCAST & MEDIA

Host, The Scalable Marketing Machine Podcast (formerly Marketing for Startups), 2023–2025 — 200+ episodes with founders, CEOs, and marketing leaders on building brands that grow.

EDUCATION & CERTIFICATIONS

B.A., English Literature

Fordham University
Study abroad: Charles University, Prague

Certifications

- AI in Marketing Strategy (2024)
- HubSpot Inbound Marketing
- Google Ads & Analytics

Languages: English (native) · Spanish (professional working) · Mandarin Chinese (limited working)