01 / THREE BRANDS · ONE MARKETING DIRECTION

Marketing is not a content calendar.

It is the system that connects audience, creative, operations and commercial growth.
At Grupo Moderna, I directed that system across three retail concepts.

I led the marketing function.
Content was one output.



SPORT / ADIDAS EVENT PROMOTION

As Marketing & Communication Manager, I directed brand strategy, communication, marketing budgets, production pipelines, paid and organic campaigns, talent and suppliers, e-commerce integration and local retail activations.



BACK-TO-SCHOOL / MODERNA FAMILY STORE



RETAIL LAUNCH / GÓMEZ PALACIO

CASE 01 / INTEGRATED RETAIL CAMPAIGN

01

One season.
Multiple audiences.

Back-to-School was not just a promotional banner. It connected product selection, brand partnerships, financial offers,merchandising, creative production, digital distribution and the retail experience.

MODERNA FAMILY STORE
FAMILY & VALUE POSITIONING

MODERNA STREET
STREETWEAR IDENTITY AND LIFESTYLE

MODERNA SPORT
PERFORMANCE AND COMMUNITY



BACK TO SCHOOL / Adidas CAMPAIGN



THE SCHOOL DUO OFFER

MY SCOPE

Campaign narrative, seasonal creative direction, channel requirements, budgets, content production, models, photographers, locations, supplier coordination, delivery timelines and paid-media integration.

COMMERCIAL CONNECTION

Aligned promotional mechanics, store priorities, digital assets and the e-commerce journey so messaging could move beyond awareness and contribute to retail demand.

CASE 02 / MARKET EXPANSION AND RETAIL OPENINGS

02

A store opening is a business campaign.

Torreón · Gómez Palacio · Delicias.

My responsibility extended from strategy to the physical launch: local positioning, offers, budgets, sourcing, models, suppliers, promotional assets, activations, event logistics and the digital rollout.



OPENING-DAY EXPERIENCE

01 / Plan the market

Audience, launch proposition, commercial conditions, promotions, local partners and responsibilities.

02 / Produce & activate

Producers, vendors, models, locations, in-store activity, audiovisual capture and launch-day coordination.

03 / Convert attention

Paid and organic distribution, social amplification, store footfall, lead capture and post-launch follow-through.

Every launch included opening discounts and the “Cabina de la MODERLANA” prize activation.

CASE 03 / INFLUENCERS, PARTNERSHIPS AND COMMUNITY

03

A creator ecosystem.
Not one-off sponsored posts.



ADIDAS × MODERNA SPORT / 2025 EVENT

From creative partnerships to a working commercial model.

I structured Moderna's influencer and ambassador program: discovery and qualification, outreach, negotiations, creative briefs, content deliverables, product support, commissions, codes, launches, brand safety and reporting.

The model supported local store activations as well as ongoing storytelling; I also coordinated the first ambassador gathering in 2026.

My role was not to make creators publish. It was to give the program a repeatable structure that could support brand value and measurable commercial outcomes.

01 / DISCOVER
Audience fit, local reach, creator shortlist

02 / STRUCTURE
Negotiation, deliverables, briefs, codes

03 / ACTIVATE
Content, launch events, community

04 / LEARN
Reporting, performance, optimization

VISUAL EVIDENCE / SELECTED PUBLIC MATERIALS

Moderna Street ↗ Moderna Family ↗ Moderna Sport ↗

Visual sources:
Official Grupo Moderna campaign materials and independent event photographs from El Siglo de Torreón.



STREET / DELICIAS



MULTISTORE (proyecto plaza) / GÓMEZ PALACIO



FAMILY / BACK TO SCHOOL



FAMILY / DELICIAS



ADIDAS / SEASONAL



SPORT / STORE EXPERIENCE

SOCIAL MEDIA | SELECTED PUBLIC EXAMPLES

Campaign work in context.

THREE CORE CHANNELS

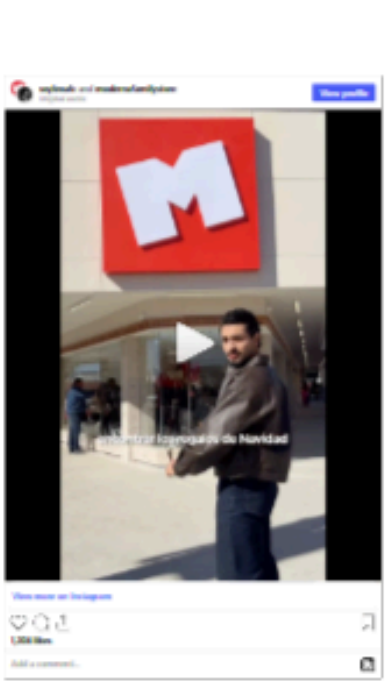
MODERNA STREET
@moderna_street

MODERNA FAMILY
@modernafamilystore

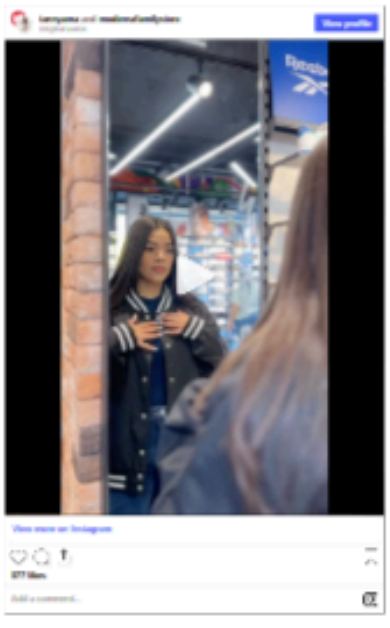
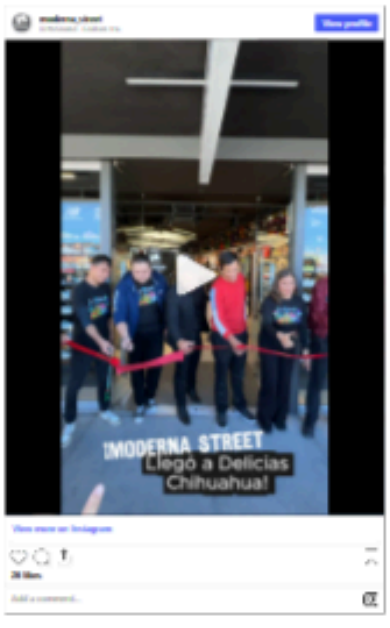
MODERNA SPORT
@moderna_sport

Open a channel or select any post below to review the original publication.







MY ROLE | DEPARTMENT-WIDE LEADERSHIP

Marketing and Communication direction, positioning, messaging, production pipelines, budgets, creative suppliers, talent, locations, promotions, openings, events and influencer activations.

SOCIAL MEDIA | SELECTED PUBLIC EXAMPLES

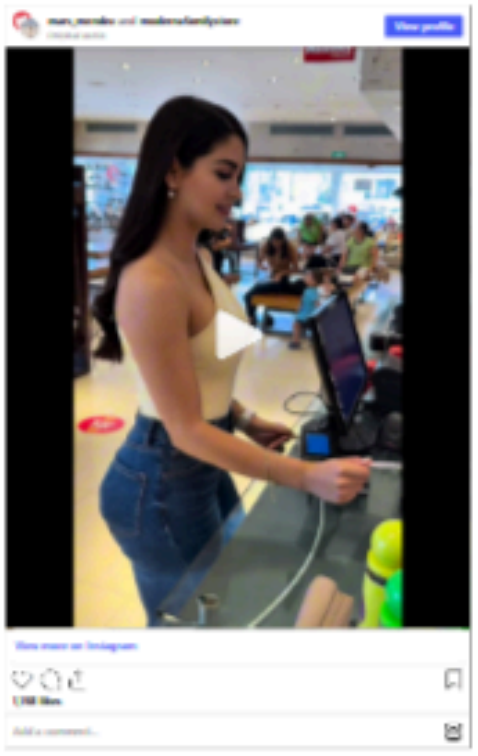
Campaign work in context.

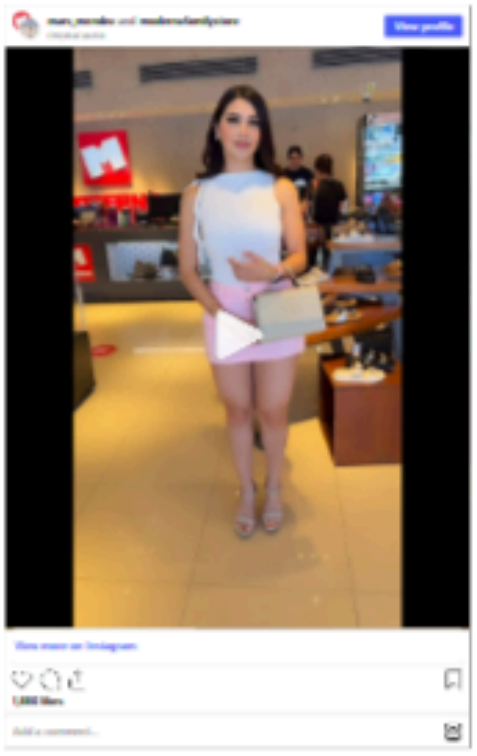


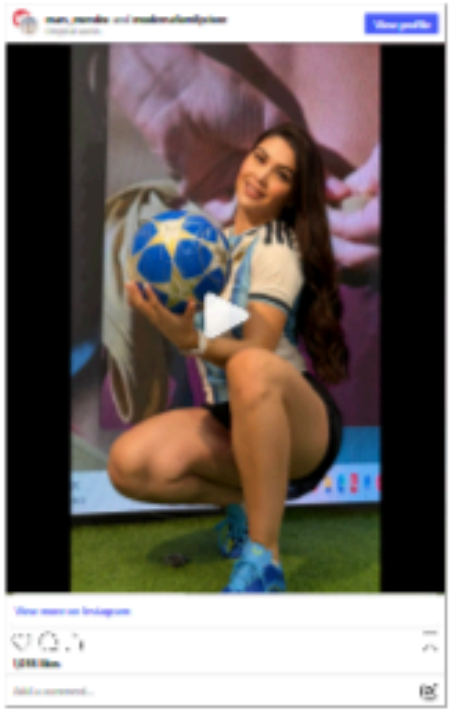














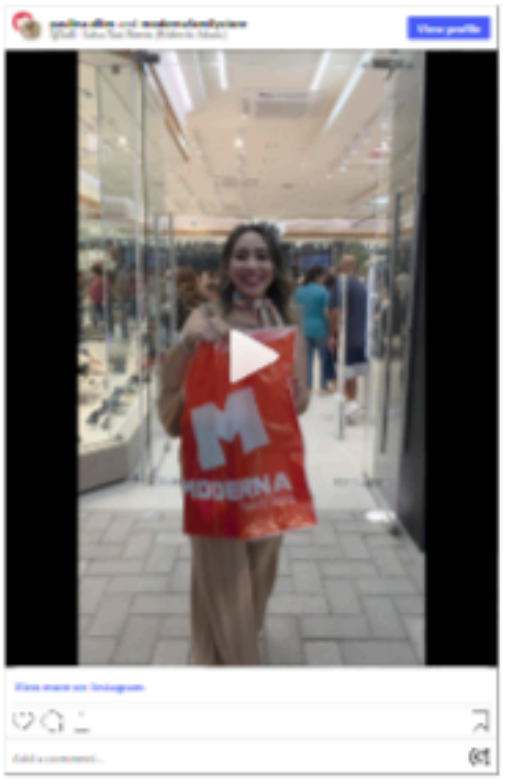


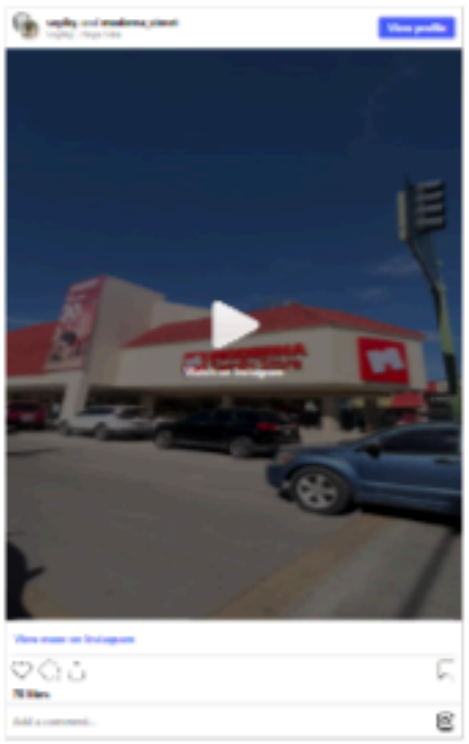
SOCIAL MEDIA | SELECTED PUBLIC EXAMPLES

Campaign work in context.



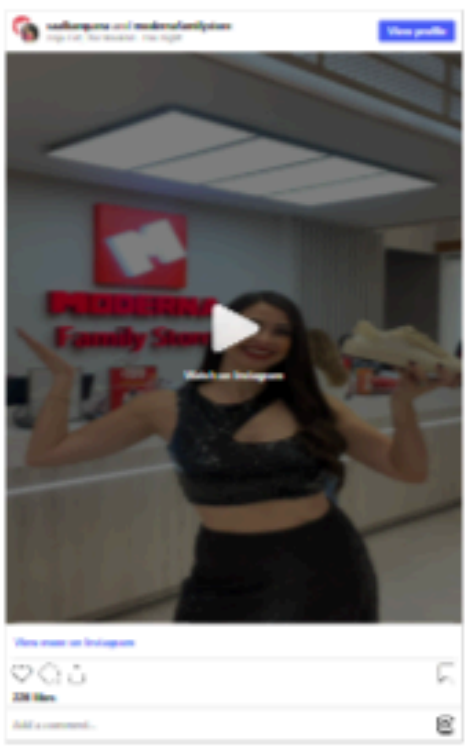


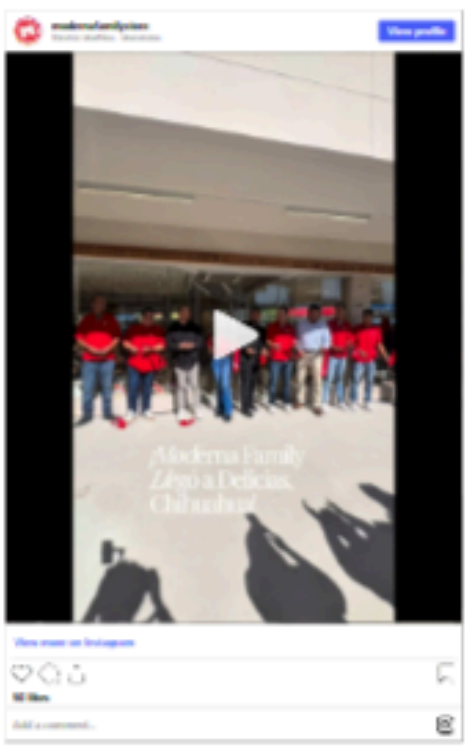












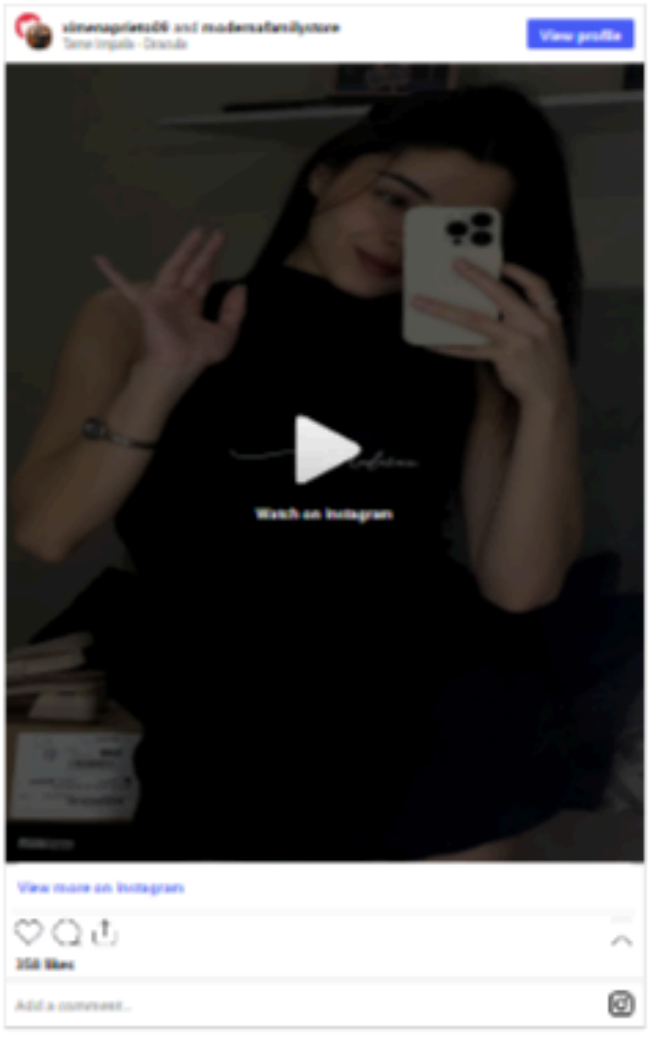


SOCIAL MEDIA | SELECTED PUBLIC EXAMPLES

Campaign work in context.

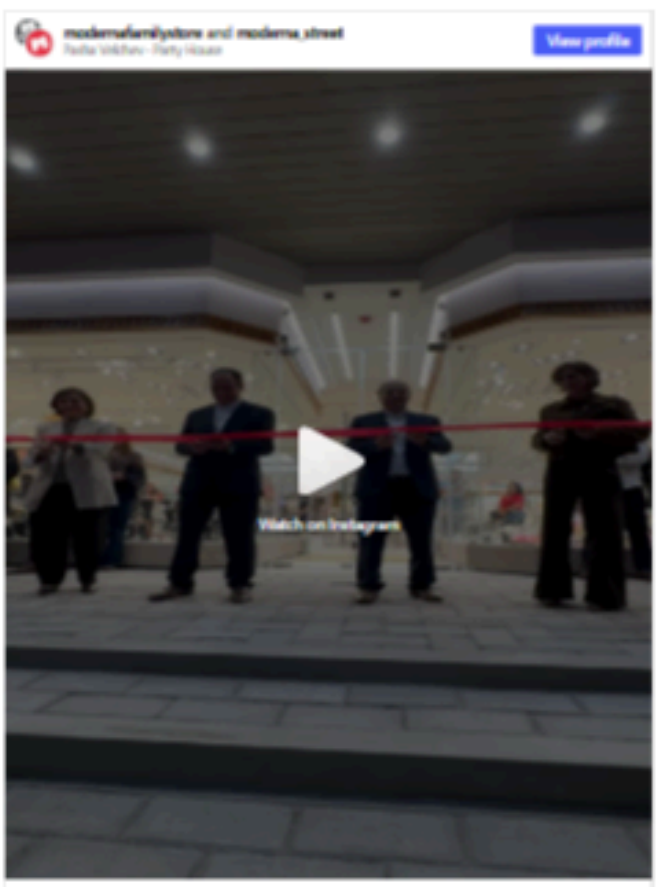


















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