

Stephany Gil De Sucher

Bradenton, FL, | [linkedin.com/in/stephanygilds](https://www.linkedin.com/in/stephanygilds) | 863.660.3778 | sgdsucher@gmail.com

SUMMARY

Data-driven professional with over 15 years of experience driving successful business growth through data-driven decision-making, innovative strategies, and cross-functional collaboration. My track record of success includes leading hundreds of local and national live entertainment marketing campaigns, including the entire portfolio of Feld brands and special events. I have also been instrumental in leading the media and growth strategies for relaunching major entertainment brands such as Ringling Bros, Jurassic World Live Tour, Monster Jam, Supercross, and more. With expertise in 8-figure budget management, media buying, business strategy, paid media, local marketing efforts, social media, brand management, advanced excel, influencer marketing, project management, team leadership, and more, I am committed to driving results and achieving strategic objectives for organizations.

WORK EXPERIENCE

Feld Entertainment, Inc.

Palmetto, FL

Sr. Manager, Paid Digital Strategy & Implementation

June 2021-Present

- Leverage extensive experience in paid media, business principles, marketing, and strategy frameworks to deliver valuable business advice and recommendations to senior leadership. Instrumental in driving double-digit growth in Q4 2022 across the Feld portfolio through strategic insights and impactful contributions.
- Lead the growth strategy for the organization, including overseeing customer acquisition and growth efforts for the relaunch of Ringling Bros. Currently, orchestrating a phased lead generation campaign that rapidly grows the email database to hundreds of thousands of contacts within three months. Also, executing an effective omnichannel presale campaign during Q1 2023 to drive sales and generate revenue.
- Manage complex projects and craft effective strategies for high-impact events, such as Cyber Week. In 2023, led the most successful Cyber Week in the organization's history, achieving double-digit growth through the implementation of innovative marketing tactics and strategic planning.
- Oversee the launch and performance of TikTok across the Feld portfolio of Brands and worked closely with agency partners, the TikTok team and Ticketmaster to create a local strategy for the organization.

Bluewater Media, LLC.

Clearwater, FL

Sr. Digital Marketing Manager

July 2020 – May 2021

- Oversaw a multi-million dollar budget and worked with leadership to create innovative and profitable campaigns for over 95 agency clients.
- Evaluated performance analytics and prepared QBR presentations based on findings to support the analysis of digital strategies and campaign effectiveness.
- Managed a digital marketing team of four direct reports, including hiring, training, mentoring, and overseeing day-to-day operations across a range of channels and tactics.

Feld Entertainment, Inc.

Palmetto, FL

Brand & Digital Strategy

February 2017 - March 2020 *(Laid off due to COVID-19)*

- Managed business relationships with licensor partners, including Walt Disney Co., NBCU, and Sesame Workshop, and oversaw the creation and distribution of hundreds of assets across TV, radio, print, digital, social, and OOH channels.
- Led digital strategy for the launch of the Jurassic World Live Tour brand, resulting in a successful campaign that generated over 50K new leads and reached 6.5M people in six weeks.
- Launched and optimized paid social campaigns, resulting in a 20% increase in seasonal ticket sales.

GIL & ASSOCIATES

Sr. Account Manager

Dominican Republic

December 2004 – April 2014

- Served as a senior consultant to over 300 small businesses and entrepreneurs, helping them identify goals, tools, and strategies to increase ROI and achieve desired results.
- Managed a team of 10 interns and 6 junior employees over the course of 10 years.
- Conducted a feasibility study leading to the construction of a gas station in Punta Cana, Dominican Republic, and created executive analysis reports highlighting business issues, potential risks, and profit opportunities.

EDUCATION

Penn State University

Master of Business Administration

United States

Graduation: Summer 2025

Universidad Central del Este

Bachelor's Degree in Marketing

Dominican Republic

2007-2010

SKILLS & LANGUAGES

Languages: Bilingual (English and Spanish)

Key Skills: Business Strategy | Market Research | Data Analysis | Marketing Strategy | B2B Sales

Other Projects: Content Producer for the Surfing Corporate Podcast