



# SHELBY SOTO

CMO // TECHNOLOGY // CREATIVE DIRECTOR // UI/UX EXPERT & PRODUCT OWNER ☎ (303) 506-1019

## ◦ DETAILS ◦

(303) 506-1019  
[shelby.soto@gmail.com](mailto:shelby.soto@gmail.com)

## ◦ LINKS ◦

[linkedin](#)

## ◦ SKILLS ◦

Communication

Digital Marketing

Technology Strategies

Leadership

Data Analysis

Marketing Automation

Project Management

Analytics

Marketing Strategies

Social Media

E-Commerce

Team Leadership

Innovation

Management

Key Performance Indicators (KPIs)

Marketing Materials

Automation

Advertising Campaigns

Software Development

## ◦ LANGUAGES ◦

English

## 👤 PROFILE

Results-driven marketing and technology professional with 15+ years of experience. Proven in implementing advanced marketing, product and tech initiatives for national corporations and major media companies. Skilled in digital marketing, automation, product development, and go-to-market strategies.

## 📁 EMPLOYMENT HISTORY

### Chief Marketing Officer at RAISING STAKES MEDIA

November 2021 — Present

Develop and execute marketing strategies aligned with company goals and target audiences to drive growth. Analyze campaign performance to optimize ROI and oversee the design of marketing materials. Manage promotional activities and campaigns, working with cross-functional teams. Lead a team of marketing professionals, fostering innovation and collaboration, and collaborate with executives to align marketing efforts with business goals.

### VP Marketing, & Partner at Think Native

December 2018 — October 2020

Define and communicate the company's marketing and product vision, aligning it with business goals and market trends. Develop strategies using insights and analytics to optimize performance. Align resources—budget, talent, and technology—with business needs for efficiency. Lead a diverse team, fostering collaboration and innovation. Coordinate with other departments to align efforts with overall objectives. Identify emerging technologies to enhance customer experiences and drive innovation. Set KPIs to measure effectiveness and provide insights to leadership, while managing budgets effectively.

### Chief Marketing Officer at I AM SECOND

October 2017 — Present

Responsible for leading the organization's marketing efforts, including crafting and executing a fully integrated strategy that resonates with the target audience. Provided leadership to a team of marketers and social media experts, ensuring alignment across all initiatives. We aimed to inspire and empower individuals through compelling storytelling and meaningful connections.

### |Technology & Design Director at Medical

April 2014 — Present

Responsible for all stages of website creation for the company, including design, development, deployment, and management. Played a key role in online aspects of high-profile e-commerce sites, including ad banners, e-newsletters, and video advertising.

## 🎓 EDUCATION

### Bachelor of Science, The Art Institute, Denver

March 2001 — March 2005