

Francheska Guerrero

561-801-4330 | francheskamguerrero@gmail.com | [LinkedIn](#) | [GitHub](#)

Product Marketing Strategist with 3+ years translating complex products into compelling narratives across B2B and B2C markets. Experienced driving go-to-market strategy, product positioning, and cross-functional launches from concept to execution. Passionate Substack subscriber with deep understanding of creator economy dynamics. Active Substack subscriber and advocate with deep understanding of creator platform dynamics and independent publishing landscape.

PROFESSIONAL EXPERIENCE

Mochee Digital, Miami, FL

May 2022 - Nov. 2025

Social Media & Special Projects Manager

- Translated complex technical aquaculture data and proprietary feed technology reports into consumer-facing product narratives; collaborated with engineering-adjacent teams to ensure technical accuracy while achieving a 34.6% average reach among new user segments.
- Brought in by senior leadership to lead the strategic recovery and relaunch of the Miami Book Fair digital platform; defined key performance indicators (KPIs) and optimized the user journey, resulting in 8.7 million views and 131,00 interactions within 5 months.
- Supported go-to-market and business planning initiatives by analyzing performance data, modeling the impact of investment and channel decisions, and translating insights into strategic recommendations in partnership with cross-functional marketing, product, and leadership teams, resulting in a 3.94 ROAS (\$25,000 revenue from \$7,500 investment) over a 45-day period.
- Owned end-to-end market and competitive analysis during client onboarding, segmenting audiences, benchmarking competitors, and assessing relative opportunity size to inform positioning, prioritization, and campaign execution.
- Prioritized competing content initiatives by evaluating performance impact, implementation effort, and audience value, reallocating focus toward high-impact approaches and reducing risk—resulting in a 600% increase in engagement and 305% growth in video views QoQ, and delivered executive-level performance summaries.
- Managed relationships with 15 internal and external international stakeholders, coordinating inputs across time zones to define success criteria and identify operational pain points, and translating qualitative feedback into prioritized execution plans.
- Architected and managed an emergency data-processing workflow during a high-stakes crisis; engineered custom Excel formulas and pivot tables to bypass third-party tool limitations, delivering granular, real-time reporting that informed executive-level mitigation strategies.
- Introduced a new data analysis methodology by auditing and tagging a year of historical performance data, evaluating feature and content effectiveness across platforms, and translating usage patterns into a forward-looking platform strategy and iteration roadmap.

EDUCATION & CERTIFICATIONS

University of Florida - B.S. Media Production, Management, and Technology

2022

Honors Magna Cum Laude

Brainstation - Data Analyst Certification (DAC™) & Python Certification (PPC™)

Jan. - Apr. 2025

- **Capstone:** Analyzed 20+ years of trade data (SQL/Tableau) to model policy risks; built Python workflows in Jupyter Notebook to analyze e-commerce sentiment and purchase frequency for ML recommendations.

SKILLS

- **Product & Strategy:** Requirements gathering, roadmap support, prioritization frameworks, impact/effort/risk analysis, hypothesis validation, execution planning, launch support
- **Insights & Analysis:** Quantitative and qualitative analysis, user behavior analysis, market and competitive research, segmentation, experimentation (A/B testing), performance measurement
- **Project Management:** Stakeholder alignment, cross-functional coordination (design, engineering-adjacent, GTM), executive reporting, translating technical inputs into strategic insights
- **Tools & Technical:** SQL, Excel (pivot tables), Python, Tableau, Google Analytics, Brandwatch, Meta Ads Manager, Jupyter Notebook
- **Languages:** English, Spanish (business fluent), Italian (conversational)