

MARIA LOPILATO

Growth & Performance Marketing Leader

Tampa, Florida

(813) 778-1026

marialopilato25@gmail.com

marialopilato.com

SUMMARY

Growth-focused marketing leader with 9+ years of experience managing \$20M+ in paid media investments across global DTC, eCommerce, and subscription brands. Proven record driving multi-million annual revenue impact and new customer acquisition by leading data-driven strategies across digital channels. Recognized as a Top Women in Marketing award recipient for audience-first campaigns that scaled acquisition and retention. Adept at leading high-performing teams, implementing automation that improves efficiency and delivering measurable growth in fast-paced, cross-functional environments.

CORE COMPETENCIES

- Paid Social Strategy
- Programmatic Media & DSP
- Marketing Strategy & Planning
- Campaign Execution & Optimization
- Cross-Channel Strategy & Management
- Stakeholder Relationship Management
- Audience Growth & Targeting
- Process Automation & Reporting
- Media Forecasting & Pacing
- Conversion Lift Studies & A/B Testing
- B2B & B2C Marketing Strategies
- Tracking & Google Tag Manager
- Competitor Analysis & Market Research
- Lead Generation
- Microsoft Excel

EXPERIENCE

Chacka Marketing

Jan 2020 – June 2025

Director of Digital Media

- Oversaw Paid Social & Programmatic department, managing \$20M+ annual investment across Meta, TikTok, Pinterest, LinkedIn, Snapchat, and programmatic (Display, Native, CTV, DOOH), and drove multi-million dollars in revenue.
- Spearheaded Q4 growth strategy generating \$14M+ YoY incremental revenue (above baseline) and 129% new customer lift, positioning paid social as the leading revenue driver for a global DTC brand.
- Engineered a dynamic content catalog strategy on Meta, repurposing product catalog tools for content distribution, which lifted subscription revenue by 32% YoY and reduced CPA by 22% for an international business subscription brand.
- Directed a cross-functional team of 5, mentoring staff while creating onboarding and training collateral that accelerated campaign deployment.
- Presented QBRs, performance reviews, and roadmaps to executives while managing employees to align performance with objectives.
- Collaborated with creative, analytics, and product teams to refine funnel performance—leveraging testing, attribution modeling, and lifecycle strategies to boost brand and conversion efficiency.
- Implemented reporting automation with martech and ops teams, improving data accuracy and reducing manual reporting time by 60%.

Associate Director of Digital Media

- Provided ongoing day-to-day leadership and mentorship to the paid social and programmatic team and campaigns, supporting execution that consistently aligned with strategic objectives and consistently delivered on ROAS, CAC, revenue, and new customer acquisition goals.
- Outperformed 72% of Meta advertisers during Cyber Week by leading strategic forecasting, creative testing, and audience segmentation for a global business publication's subscription business.
- Executed conversion lift/multivariate testing strategies, including a 2-cell ASC+ test that yielded a 280% iROAS and 55% increase in CVR.
- Strengthened client retention by identifying upsell opportunities through channel/campaign expansion, resulting in 15% YoY account growth.
- Built Excel macros that streamlined reporting workflows, improved forecasting accuracy, and reduced team task completion time by 50%.

Digital Media Team Lead

- Awarded Top Women in Marketing finalist for leading audience-first campaigns that advanced acquisition, retention, and growth through testing, innovation, and resourceful in-platform execution for a high-scale brand.
- Implemented automation tools, adopted select vendor software, and developed training collateral for the paid social team—boosting efficiency, accelerating campaign roadmaps, and strengthening execution.
- Partnered with cross-functional teams and clients/vendors to eliminate friction, deliver scrappy solutions, and accelerate customer growth.

Télie Agency

Jan 2019 – Oct 2019

Social Media Strategist & Project Manager

- Managed integrated marketing accounts across SEO, brand, creative, and social, producing monthly multimedia content (copy, video, photography) and spearheading full-funnel social strategies with UGC, lead funnels, HubSpot automation, and ROI-driven campaigns.
- Delivered performance reporting and insights that informed strategy, while introducing process improvements that streamlined workflows, boosted efficiency, and strengthened client collaboration.
- Partnered with business development and sales to craft proposals and pitch strategies, contributing to client acquisition and revenue growth.

Socius Marketing

June 2017 – Jan 2019

Social Media Specialist

- Managed six-figure annual budgets, building and optimizing paid social campaigns across platforms through ad copy, creative, tracking, testing, and budget monitoring to consistently exceed ROI goals.
- Oversaw content strategy and execution for 25+ clients, including reporting, sweepstakes lead-gen, and community management to strengthen engagement and customer service.
- Delivered data-driven recommendations and performance projections through research and analytics, while collaborating with cross-functional teams and executives to align social strategies with business objectives.

Additional Experience

- **Marketing Strategist** - Signarama
- **Interactive & Social Media Marketing Specialist** - Stetson University
- **Digital Marketing Assistant; Foundation Coordinator** - AdventHealth

AWARDS & CERTIFICATIONS

Top Women in Marketing - Chief Marketer 2021

Media Buyer Professional Blueprint - Meta

Google Ads Search Certification - Google

Digital Advertising Certified - HubSpot

EDUCATION

Bachelor of Business Administration

Stetson University

Double Major - Marketing & Management

Minor - Entrepreneurship

LANGUAGES

English - Native and bilingual proficiency

Spanish - Native and bilingual proficiency

REFERENCES

"She doesn't just manage campaigns, she transforms them. Whether she's restructuring an underperforming initiative or advising on the optimal amount and type of creative, Maria approaches every challenge with deep insight, clarity, and results-driven thinking."

- Lindsey Stevenson-Gerry, Sr. Paid Social Media Specialist, Shutterfly

"She consistently goes above and beyond to deliver outstanding results, and I would highly recommend her to any organization seeking a talented, driven, and collaborative professional who will undoubtedly make a significant impact."

- Michael Hall, Account Manager, Meta

"She had an incredible way of stepping into my shoes to determine how she could best support our immersive art museum. The entire time, it truly felt like we were on the same team."

- Olivia Mansion, Co-Founder & CMO, FloridaRAMA

"Maria is an absolute data wizard! I like to think of myself as a strong data analytics and Excel power user, but sometimes when working with her I find myself trying to watch the magician's hands to figure out how she did that."

- Sarah Kernan, Digital Media Director, Chacka Marketing