

MARIBEL CRUZ ROLDÁN, CPC
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**PROVEN STRATEGIC, COMMUNICATIONS & MARKETING PROFESSIONAL, CERTIFIED PROFESSIONAL COACH
SPECIALIZED IN RESILIENCE**

Accomplished executive with a proven track record in spearheading impactful strategies for marketing-client service programs, pioneering advertising campaigns, and guiding advisory boards. Adept at leveraging traditional and social media platforms to amplify brand awareness and engagement. Specializes in implementing the 3 BBB's model—building bridges for humanizing branding—to forge enduring connections between businesses and their audience, fostering sustainable relationships. Certified professional coach specializing in resilience, dedicated to coaching professionals through challenging business situations, infusing empathy and human-centric approaches into strategic marketing endeavors. A unique blend of strategic marketing acumen and resilience coaching expertise, driving comprehensive and relatable strategies for optimal results.

2020-TO PRESENT- PROFESSIONAL EXPERIENCE

NEW LIFE MEDIA GLOBAL

- At New Life Media, we are dedicated strategic communication and marketing consultants committed to pioneering innovation in the communication and media landscape. Our vision is to make a meaningful global impact by excelling in content creation, implementing dynamic communication strategies, and passionately advocating for social and environmental causes. We envision a world where the fusion of creativity and communication becomes a driving force toward a more promising and equitable future.

SOCIEDAD AMBIENTE MARINO- Marketing & Communication Consultant -Coral Reef Conservation Engagement

- For nearly four years, we're collaborated with a groundbreaking organization devoted to safeguarding and reviving coral reefs. Throughout this tenure, my strategic initiatives played a pivotal role in earning the initiative widespread recognition and prestigious accolades for its impactful endeavors. Led targeted campaigns that significantly augmented the organization's prominence in the realm of coral reef preservation and revitalization. **Recently selected as secretary of the Boards of Director 2025-2027**

2016- 2020 GENERAL MANAGER- PHARMAHEALTH HEALTH GROUP – PHARMACON- GUAYNABO, PR

- Responsible for overseeing all administrative functions in the marketing and communications firm. **Lead and direct over 25 employees (Puerto Rico- Miami, Colombia)**, administrative and HR consultant to ensure operational and accounts management efficiency. Major clients: Manufacturer's Industrial Association, WYETH, AMGEN, GSK, Major Clients: Boston Scientific, Pharmaceutical Industry Association (PIA), Cardinal Health, GSK, and Home Orthopedics.

2005 – 2015 OPERATION-ACCOUNTS AND CLIENT SERVICES DIRECTOR – PHARMACON

- Add leadership and strategic firepower to full-service pharmaceutical, biotechnology, and healthcare firms, directing Client Services Department and team of professional consultants.

1989– 2003 MARKETING MANAGER PUERTO RICO TELEPHONE – LONG DISTANCE – GUAYNABO, PR

- Senior marketing lead in charge of the strategic planning and implementation of marketing strategies for long distance communication products targeting both consumer and commercial entities to reach revenue and market share goals. Focused development on advertising, product launch and CSR campaigns, retention programs, market assessment and consumer research. In charge of developing creative initiatives and educational (outreach) programs designed for the community. Managed \$6 million annual marketing budget. Developed "Abrazo Program", a corporate social responsibility initiative, outreach programs for the community.

PROFESSIONAL EDUCATION & COURSES

- 2023 Professional Coach Certification in Resilience, 2000 Marketing SAGM Metropolitan University – San Juan, PR
- 2005 Financial for Managers, FDA Regulations, FDA-DTC campaigns. Media Training, 2018 Digital Media

AUTHOR & PROFESSIONAL ASSOCIATIONS

- Author of **12 Rounds para combatir el cáncer** a guide of faith and hope for the patient and caregiver, Faces of Innovation digital campaign for Pharmaceutical Industry Association (PIA) spokesperson in which my story is highlighted along with other patients' survivors.
- **Quality of Life & Corporate Social Responsibility Committee** at Cámara de Comercio de Puerto Rico