

VIANCA D. TIRADO

Head of Content Strategy | Brand Marketing Executive

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Results-driven content strategy executive with 15+ years building audience-first programs that connect brands to culture at scale. Proven track record leading multi-million dollar branded entertainment franchises, strategic media partnerships, and cross-functional teams across agency and in-house environments. Deep expertise translating brand vision into measurable business outcomes — from awareness and acquisition to brand perception shift. Known for architecting compounding content assets, securing high-profile talent and publisher partnerships, and earning industry recognition including the Gold ANA B2 Award.

\$10M+

Annual Budget Managed

4.2B

Impressions, Single
Campaign

1.6M+

Podcast Downloads Driven

15+

Years of Experience

PROFESSIONAL EXPERIENCE

Head of Content Strategy, Global Business Solutions Group | Intuit QuickBooks 2022 – Present

Built and scaled the ACQ Content Strategy channel from the ground up, growing it from a \$3.5M program to a \$10M+ annual operation spanning branded entertainment, publisher partnerships, original podcasts, and TV integrations.

- Architected and led annual Content Strategy Roadshow, aligning internal stakeholders, agency partners, and media teams across \$10M+ budget and 20+ active programs simultaneously.
- Developed the Integrated Marketing + Comms Channel Framework defining roles, responsibilities, and KPIs across all content types — establishing the strategic foundation still used today.
- Conducted proprietary FMS Customer Journey research to build audience-first targeting frameworks adopted across the broader marketing organization.
- Created the Cross-Channel Marketing Moments Calendar enabling coordinated Tier-A campaign amplification across owned, earned, and paid channels.
- Led Marketing Alliances integration in July 2024, expanding team scope and cross-functional remit; managed a team of Directors and Senior Managers across content strategy and alliances.

Flagship Programs & Results:

- Kerry Washington x QuickBooks 'Street You Grew Up On' (S4) — Gold ANA B2 Award + GEM Award
 - \$1.8M investment | 5.8M views | 86M impressions | 221x content produced vs. planned | 8.57% YouTube CTR
- Mind the Business Branded Podcast, iHeart — Seasons 1, 2 & 3
 - \$4.5M total investment | 1.6M+ downloads across 3 seasons | #1 Apple Business & Entrepreneurship Charts (S1) | +9pt purchase intent lift (S3)
- QuickBooks x Fox 'The Fixer' — Unscripted TV Sponsorship & Integration
 - \$1.4M investment | +21pt brand awareness | 70% of SBOs named QB 'a brand I trust' | +4% conversion & trial sign-ups
- QuickBooks x Vox 'Done Differently' — Solopreneur Content Hub

- \$500K investment | +43% unaided brand awareness | 4.52M video views | 19.8K page visits at 40% above Vox benchmark
- Win Like a Woman — Multi-Platform Women's Sports Partnership (ESPN, BBC, Tennis Channel, The Players Tribune)
 - \$1.78M investment | 77.8M impressions | +10pt consideration lift at 90% statistical significance
- QuickBooks x Amazon 'The CEO Club' & QuickBooks x Winter Olympics — Premium docu-series & talent-led brand content

Director of Content | Omnicom Media Group / The Content Collective — PepsiCo Beverages 2016 – 2022

Led development, pitch, and execution of custom branded entertainment programs for PepsiCo's portfolio — Pepsi, Mountain Dew, bubly, Pure Leaf, and LIFEWTR — partnering with Fox, MTV, HBO, BET, iHeart, and Telemundo. Managed and grew a 5-person team of Supervisors and Associate Directors.

- Collaborated with Investment, Strategy, and Integrated-Agency teams to execute multiple programs annually, delivering against client KPIs across entertainment, digital, social, and experiential channels.
- Actively sought first-to-market creative solutions aligned to brand initiatives; oversaw full program lifecycle from contracts and talent selection through post-program analytics.
- Managed client and agency relationships end-to-end; represented brands on-set and at activations.

Signature Programs:

- Pepsi x Fox 'Cherries Wild' — Co-produced original game show + branded mobile gaming app
 - 220MM minutes of fan engagement | Top 3% of all mobile gaming apps | \$11.8MM total value | +89% sales lift (repeat viewers)
- MTN DEW x Game of Thrones 'A Can Has No Name' — Full brand identity takeover
 - 4.2B total impressions (4B earned) | +512% Twitter conversation lift | 4.9x message association vs. CPG norms
- Pepsi x MTV VMAs 'Unmute Your Voice' — Latinx voter registration social-action campaign
 - #1 socially engaged entertainment program | 91% of fans took voting action
- Pepsi Mango x MTV 'Match Me If You Can' — Original branded reality dating series
 - 25MM minutes watched | 1.2MM avg views/episode | Performed on par with non-branded MTV content
- MTN DEW Real Change Opportunity Fund — \$1MM pitch competition for Black entrepreneurs (BET, iHeart, Blavity)
 - 155MM impressions | 100% positive media sentiment | +181% Y2 application consideration lift
- Pepsi x VMAs + Missy Elliott — Museum of Missy pop-up + custom VMA tribute experience
 - \$3MM+ incremental marketing value | 3.53x higher fan engagement vs. past Pepsi x Viacom campaigns | +71% purchase consideration

Senior Account Executive | RPA Advertising — ARCO, ampm, La-Z-Boy 2013 – 2016

- Managed day-to-day client and partner communications across TV, radio, digital display, social, and on-the-ground activations for ARCO, ampm, and La-Z-Boy.
- Collaborated with integrated account, media, and creative teams to develop and execute campaigns within brand guidelines; oversaw creative deliverables from brief through delivery.
- Partnered with Web Dev and UX teams on digital executions including mobile sites, website redesigns, e-newsletters, and landing pages.
- Managed and mentored Interns, Account Coordinators, and Associate Account Executives.

Account Manager | The Regan Group — Hallmark Channel, El Torito, California Pizza Kitchen 2011 – 2013

- Developed and managed integrated promotional campaigns including loyalty programs for El Torito, Chevy's, and California Pizza Kitchen.
- Partnered with vendors to develop experiential events and dynamic promotions; supported new business pitches with decks, estimates, and sample collateral in response to RFPs.
- Managed and trained Brand Ambassadors, Account Coordinators, and Interns.

CORE COMPETENCIES

- Content Strategy & Roadmapping
- Branded Content & Entertainment
- Strategic Partnerships & Negotiation
- Cross-Functional Team Leadership
- Audience & Customer Journey Research
- Multichannel Campaign Architecture
- Talent & IP Integration
- Media & Publisher Negotiations
- Content Performance & Measurement

AWARDS & RECOGNITION

- Gold ANA B2 Award — Best in B2B Content Marketing (Kerry Washington x QuickBooks SYGUO, 2025)
- GEM Award — Gender Equality in Marketing (Kerry Washington x QuickBooks SYGUO, 2025)
- Shorty Award — Pepsi x Fox Cherries Wild (Best Branded Entertainment)
- Shorty Award — MTN DEW x Game of Thrones 'A Can Has No Name'
- Shorty Award — Pepsi Trademark 'Unmute Your Voice'

EDUCATION

Bachelor of Science, Business Marketing | [California State University, Long Beach](#) *May 2011*

SELECTED BRAND & MEDIA PARTNERS

Intuit QuickBooks • PepsiCo • Mountain Dew • Fox • MTV / ViacomCBS • iHeart • Amazon • HBO • BET • New York Times • Vox • ESPN • BBC Storyworks • Tennis Channel • The Players Tribune • Telemundo • Minute Media