

LIBARDO LAMBRANO

Commercial Strategy & Marketing Analytics Leader | Hospitality & Travel

Windermere, FL (Orlando) · Open to relocation | (646) 789-1556 | libardo@syndikomm.com
linkedin.com/in/libardo-lambrano | Portfolio: github.com/llambrano

PROFESSIONAL SUMMARY

Marketing and analytics leader with 15+ years in hospitality (Hyatt, Hilton) and media (Univision), turning market data into insights that guide where and how brands invest. At Hyatt, built the field marketing analytics program and reporting used by marketing teams worldwide, and led AI-driven automation that produces reports 90% faster. At Hilton, delivered the market and media performance insights behind a \$20M hotel and Hilton co-op budget across the Americas' largest destinations, which generated \$120M in revenue. Assisted in developing UCF Rosen College's AI & Business Analytics executive program. Bilingual (English/Spanish).

CORE COMPETENCIES

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| ▪ Marketing Analytics & Insights | ▪ Commercial Strategy | ▪ Performance & Digital Marketing |
| ▪ AI-Driven Reporting Automation | ▪ Data Visualization & Storytelling | ▪ Metasearch & Paid Media |
| ▪ SEO & Localization | ▪ Owner & Stakeholder Relations | ▪ Cross-Functional Leadership & Training |

PROFESSIONAL EXPERIENCE

HYATT HOTELS CORPORATION Orlando, FL	May 2021 – Sep 2026
Senior Field Marketing Manager & Program Analytics	Dec 2021 – Sep 2026

Led field marketing analytics for the Americas and supported field and regional marketing teams worldwide. Moved to Commercial Analytics in 2025 with a continued dotted line to field marketing.

- Rebuilt all field marketing and global reports with **AI-driven automation** (ChatGPT Cowork, Claude Cowork), **changing how the team produces and delivers insights.**
- Built the field marketing analytics program from the ground up for **43 field marketing managers covering ~500 hotels in 20 countries and 160+ markets:** launched 15+ Adobe Analytics and Tableau reports in year one, then moved the suite to ThoughtSpot and **cut report preparation time by 45%.**
- Delivered global reporting (display campaign results, market pacing, image expiration and distribution scores) used by marketing teams across Hyatt's **1,600+ open hotels in 88 countries.**
- Soft-launched a **centralized Commercial Analytics hub**, a single source of truth for analytics tools and KPI definitions, to all field and brand marketing teams; led the effort to unify field marketing and regional digital analytics under one global model.
- Developed decision tools for Commercial Services, Brand Marketing and Revenue Management, including Koddi metasearch forecasting and automation, a Universal Benchmark (any hotel vs. market or brand) and a forward-looking Market Demand report.
- Found **tracking failures from the cookie-consent rollout that nobody else had caught**, especially on hotel vanity sites; coordinated cross-functional fixes and prepared the team to explain the impact to owners and operators.

Field Marketing Manager, Latin America & The Caribbean	May 2021 – Dec 2021
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- Drove property-level revenue for LAC hotels with localized digital marketing plans built with regional Sales, Revenue Management and Operations; served as first point of contact for owners and operators in English and Spanish.
- Delivered an **average 5:1 ROI across 24 hotels in 11 Latin American and Caribbean countries** through localized campaigns with local agencies, regional portals (El Comercio, Emol), LATAM Airlines and paid social.
- Turned around an underperforming external SEO program by bringing it in-house as a field marketing service, which lifted rankings and organic traffic; drove adoption of Hyatt's new personalization engine across most of the LAC portfolio.
- Led the SME Analytics team and raised data literacy through training and open hours; built data-storytelling briefs for Americas Marketing, LATAM and Revenue Management leadership.

UNIVERSITY OF CENTRAL FLORIDA Rosen College of Hospitality Management, Orlando, FL	Aug 2020 – Dec 2021
Research Assistant Professor (part-time)	

- Assisted Dr. Arthur Huang, Associate Professor, in developing Rosen College's new Artificial Intelligence & Business Analytics executive certificate program for hospitality and tourism leaders: **3 courses and 15 modules** covering business analytics, applied machine learning, and AI strategy, privacy and investment.
- Put together the data and the program structure, grounded in real-world hospitality applications of data and AI.

HILTON Orlando, FL

Aug 2012 – Jul 2020

Senior Manager, Performance Marketing & Insights

Jun 2017 – Jul 2020

- Delivered the market insights and media performance analysis that guided Destination Marketing's **\$20M co-op budget** (funded jointly by hotels and Hilton) across **28+ key destinations** in the US, Canada, the Caribbean and Latin America, which **generated \$120M in revenue**.
- Designed a monthly performance marketing reporting ecosystem covering Hilton's **28 largest markets, ~1,000 properties and 17 brands**.
- Automated a 360° marketing and eCommerce dashboard for Hilton's 45 largest owners, **cutting production from 40 hours to 2**; delivered annual budget reports to 5,000+ hotels in one-tenth of the time.
- Managed agencies (RRD, DataMeaning) and internal teams to deliver automated reporting, **reducing monthly spend and time by 75%**. Nominated three times for the Circle of Excellence award.

eCommerce Manager, Florida / Latin America & The Caribbean

Aug 2012 – May 2017

- Grew web direct revenue **21.6%** and web direct traffic **19.1% YoY** through localized content, web optimization and regional performance marketing.
- Found hidden revenue opportunities for underperforming hotels, whose **RevPAR beat the competitive set four years in a row**.
- Led the Americas eCommerce Analytics team and served as primary liaison between Hilton Global eCommerce and franchised hotels across multiple brands.

UNIVISION New York, NY

Jul 2010 – Jul 2012

Web Marketing Manager

- Drove direct-to-consumer growth for the Univision Prepaid MasterCard, reaching **250K enrollments a year**; the program won **Most Effective Marketing Campaign** (PayBefore).
- Built an affiliate network from scratch (CJ, Google Display Network and others) and launched retargeting that **cut customer acquisition cost from \$4.40 to \$2.70**.

EDUCATION & CERTIFICATIONS

M.S., Hospitality & Tourism Management University of Central Florida

2020

- Data Analytics & Visualization Bootcamp, UCF (2020) · Understanding Data in the Tourism Industry, Edinburgh Napier University (2020) · Destination Marketing & Management, UCF (2016)

AWARDS & LEADERSHIP

- Runner-Up, Circle of Excellence Award, Hilton (2018) · EDGY Innovation Award, Hilton (2015) · Special Recognition for Excellence in Digital, Hilton (2012)
- DePaul Leadership Program (Hyatt, 2025) · Mentor, Hyatt mentorship program · Colleague Engagement Advisory Group, Commercial Services
- LinkedIn author on hotel commercial performance (e.g., "Zombie Hotels: Open, Occupied, and Quietly Broke")

TECHNICAL SKILLS

Analytics & BI: Adobe Analytics, Google Analytics, Tableau, ThoughtSpot, Power BI, MicroStrategy, Cognos, Alteryx

AI & Automation: ChatGPT Cowork, Claude Cowork, Gemini, Manus

AI Image & Video: Magnific, OpenArt

Hospitality & Media: Koddi, Sojern, Demand360

Languages: English, Spanish