

“MARLENE” FIG

ADVERTISING / VOICEOVER ARTIST SAG-AFTRA

Account Director, talented with 15+ years track record of providing quality advertising account management, creative and talent to world-class client companies. Keen understanding of both client and agency sides of the Advertising industry. She has demonstrated success working across sectors with recognized clients, including Coca-Cola, McDonald's, Samsung, and Cuahtémoc Moctezuma Brewery on institutional campaigns and promoting multiple products and various brands. As a Voiceover, expertise in Latino Market in USA with SAG-AFTRA, Mexico and LATAM in Digital, Social Network, Television, Podcast and Radio:

Brands in Mexico and LATAM include: Colgate -Palmolive: Fabuloso, Axion and Suavitel, Buscapina, FedEx, Diet Coke, McDonald's, Schering-Plough, Dos XX Lager, Monterrey Television, Volkswagen Mexico SEAT, Samsung, INE (National Electoral Institute), Corporate Iberdrola Mexico, Baygon Raid, Ziploc, Agrega.org, Koosi Dental, Danone: Danonino, Kimberly-Clark: Escudo and elmartinez.net Podcast.

Brands in the USA include: Nido, Tenet Healthcare (Hospital Network / TV Ads and Video Dubbing), Del Real Foods, Lasik Vision Institute, NowYourZoneMD, Let's Talk Vaping, APS/apoyo, Atlantic Health and Brink Medical.

Video Games: Thunderbird in Rainbow Six Siege

Core Competencies

Advertising: Account Direction (Project management, supervision and review) / VO: Accents of some Latin American countries | VO: Accents of various Mexican regions and Neutral accent | Voices of different age groups
VO Acting / Video Games / Cartoon & Dubbing / Bilingual Spanish-English.

PROFESSIONAL EXPERIENCE

Voice Over, Mexico, LATAM & USA

1998 – 2023

Voice Over, Video Games, Dubbing, Podcast, Social Network, TV, and Radio Ads for brands in Mexico, LATAM, and the United States with SAG-AFTRA.

Account Director, DDB Mexico, Colony Lomas de Chapultepec, Mexico City, Mexico

2007 – 2011

Managed accounts for clients including Cuahtémoc Moctezuma Brewery (Brands: Tecate, Carta Blanca, Sol, Dos XX Lager y Ambar), MSD (Merck Sharp & Dohme) – Schering-Plough (Brands: Januvia-Janumet, Hyzaar-Cozaar, Arcoxia, Vytorin, Fosamax, Cosopt, Invanz), Henkel (Brands: Viva, Pritt), Dormimundo - Mattress, GlaxoSmithKline, McDonald's, Samsung - TV Division, Cablemas - Cable TV, Pepsico (Lipton Tea) and Water Advisory Council.

-Developed and pitched advertising campaigns to clients collaborating with the account team and Media, Strategic Planning, Creative and Production departments

-Coordinated Animators, Photographers, Audio, Talent (Models/VOs), and Film Production Companies

- She managed an annual budget of \$500,000 per brand and productions.

-Oversaw Medical SalesForce project with medical doctors of MSD (Merck Sharp & Dohme) for pharmaceutical sales and the United Nations project to bring Water to Children from poor cities in Mexico City for Water Advisory Council.

-Created local promotions at the World Cup of South Africa 2010 for Cuahtémoc Moctezuma Brewery, McDonald's, and Samsung.

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- Account Director, Z Advertising, Colony Santa Fe, Mexico City, Mexico** 2006 – 2007
(Alejandro González Iñárritu’s Agency)
Managed The Coca-Cola Company Mexico account developed and launched strategic advertising plans for Coca-Cola, Diet Coke, and Coke Zero brands.
- Created and pitched advertising campaigns to clients collaborating with the account team and Media, Strategic Planning, Creative and Production departments.
 - Coordinated Animators, Photographers, Audio, Talent (Models/VOs), and Film Production Companies.
 - She managed an annual budget of \$480,000 per brand and productions.
 - Created local promotions for the World Cup of Germany 2006 for different drink divisions of the company.
- Account Director, JWT Pharma Mexico, Colony Granada, Mexico City, Mexico** 2005 – 2006
- Launched Pharma division of JWT Advertising Agency
 - Managed client accounts including Nestlé (Brand: NAN), Bayer (Brands: Redoxon Vitamin C, Flanax), Roche (Brands: Dolac, Febrax, Avastin and Bonviva), Lilly (Cialis), Reckitt Benckiser (Gaviscon UK and Anti-Flu), Bayer-Schering (Gynovin), Unilever (Knorr soups / Balanced feed program) and pitched New Business.
 - Created and launched advertising campaigns to clients collaborating with the account team and Media, Strategic Planning, Creative and Production departments.
 - Coordinated Animators, Photographers, Audio, Talent (Models and VOs), and Film Production Companies.
 - Managed an annual budget of \$200,00 per project brand and productions.
 - Oversaw Medical Sales Force project with medical doctors for pharmaceutical sales.
- Account Supervisor, Lowe Mexico, Colony Lomas Altas, Mexico City, Mexico** 2002 – 2005
- Supervision as a Lowe’s Implant in the offices of The Coca-Cola Company Mexico (Brands: Diet Coke, Launch Apple Lift Green, Golden and combinations, Fresca, Ciel Purified Water, Ciel Sparkling Water and launch Aquarius), Unilever (Butter Brands: Iberia, Primavera, Becel, I Can’t Believe It’s Not Butter), and Camel Cigarette (BTL and Merchandising).
- Created and pitched advertising campaigns to clients collaborating with the account team and Media, Strategic Planning, Creative and Production departments.
 - Coordinated Animators, Photographers, Audio, Talent (Models and VOs), and Film Production Companies.
 - Managed an annual budget of \$300,000 per brand and productions.
 - Launched a new drink and water flavors for The Coca-Cola Export market.
- Account Supervisor, Gibert DDB Mexico, Colony Anzures, Mexico City, Mexico** 2000 – 2001
- Managed accounts for brands including Hasbro (Girls Division: Bebitos, Board Games: Bed Bugas, Operation, Guess Who?, Jenga, Creative Games, Nerf, Playskool, and Corporative), Henkel (123, Viva), Sheraton Hotels, Joyco (Duvalín and Duvaleta), Interlingua, Conductores Monterrey, Breddy, Clorox (Poett y Pinoluz), Mac’ma, Budweiser, Starwood Hotels, Yahoo, Eveready, Jergens, Philips, Hamilton Beach.
- Created and pitched advertising campaigns to clients collaborating with the account team and Media, Strategic Planning, Creative and Production departments
 - Coordinated Animators, Photographers, Audio, Talent (Models and VOs) and Film Production Companies
 - Managed an annual budget of \$300,000 per brand and productions.
- Account Supervisor, Creative License, Colony Hipódromo Condesa, Mexico City, Mexico** 1997 – 1999
- Provided creative services to accounts including Bayer, Revlon (Professional, Fermodyl), Cecla-Schering (Yasmin), Armstrong, Novartis, Club Ten Gym (Launch new image), Telas Bayón y Moda en Telas, Hooters & Chilli’s, Coty México, Mexalit, Mac’ma (Pasta Brands: Pinerolo – Ferback), Jostens, Novag Infance, Grupo Gomo (Brands: Kenwood and Philco), Armstrong Laboratory and Hir Casa.
- Created and pitched advertising campaigns to clients collaborating with the account team and Media, Strategic Planning, Creative and Production departments.
 - Coordinated Animators, Photographers, Audio, Talent (Models and VOs), and Film Production Companies.
 - Managed an annual budget of \$200,000 per brand and productions.

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Owner, Vellistétic Spa, Colony Condesa, Mexico City, Mexico 2011 – 2017
Ran spa providing hair removal, facial, and light treatments (IPL) to Mexican actresses and actor clients.

Elected Representative, Civil Committee, Colony Hipódromo Condesa, Mexico City, Mexico 2013 – 2016
Served on committee that provided for needs of colony residents.

EDUCATION / OTHER

- **Singing Workshop with Irene García-Guevara**, California, United States 2021-2022
- **Dubbing Workshop with Jessica Angeles & Geezu Gonzalez**, Mexico City, Mexico 2021
- **Voice over Workshop with Paty Palestino & Jose Luis Rivera**, Mexico City, Mexico 2020
- **Bachelor Journalist Licensed**, Carlos Septien García College of Journalism, Colony Tabacalera, Mexico City, Mexico 2001
- **Voice Over & Dubbing Certificate**, Radio and Television Training Raúl del Campo Jr. Training Center, Colony Coyoacan, Mexico City, Mexico 1995
- **Photography and Writing Certificate**, Claustro de Sor Juana University, Colony Centro, Mexico City, Mexico 1995
- **Computer Skills**: Adobe Audition, ISDN, Source Connect, ipDTL, PC/MAC platforms, Programs: Office/ MediaPlus / SAIAP / DME / SAP
- **Philanthropy**: Social Services, Ministry of Government, Colony Centro, Mexico City, 1996 - 1997