

DIEGO LASTRA MELE

www.diegolastra.com

www.linkedin.com/in/diegolastra26

EXECUTIVE PROFILE

Dynamic and strategic Media Director with a decade of experience planning and implementing high-impact, award-winning campaigns for U.S. Hispanic, Multicultural and General Market audiences, seamlessly blending cutting-edge digital technologies with traditional media. Proven track record of managing multimillion-dollar campaigns (\$1.8M–\$20M) delivering exceptional ROI for iconic brands including GOYA Foods, Gatorade, Hershey's and Pepsi among many. Created campaigns incorporating pioneering programmatic and AI solutions to efficiently and effectively connect brands with high-growth and diversity consumer, delivering high ROAS. Published author and podcast host recognized as an industry thought leader in Hispanic marketing, digital innovation, and analytics.

CORE COMPETENCIES

- **Media Strategy & Execution:** Omni-Channel Media Planning (Digital, TV, Social, Search, Programmatic, Print, OOH, Radio), Go-to-Market Strategy, Shopper Marketing,, B2C Advertising, Retail Advertising
- **General, Multicultural & Hispanic Marketing:** U.S. Hispanic Market Strategy, Culturally-Relevant Campaign Development, Acculturation-Based Targeting, Bilingual/Bi-cultural Messaging.
- **Data Analytics & Insights:** Performance Marketing, Campaign Optimization, Consumer Insights, Reach/Frequency Modeling, Budget Forecasting & Trend Analysis.
- **Innovation & Technology:** Programmatic Advertising, AI Marketing Solutions, Digital Video, Social Media, Search and emerging technologies.
- **Hands-on** experience with programmatic, social media, search and video platforms and industry-standard research, analytics and reporting tools.
- **Leadership & Communication:** Cross-Functional Team Leadership, Client Relations, High-Stakes Presentations, able to communicate complex concepts in a persuasive and easy to understand way
- Fully fluent in English and Spanish

WORK EXPERIENCE

DIESTE, INC. | Dallas, TX

Associate Media Director / Media Economist | 2013 – 2026

Plan, present and implement media campaigns valued up to \$20MM, ensuring alignment with brand KPIs, sales growth, and digital engagement goals.

- Key Clients: Suvida Healthcare, Carter Bloodcare, Delta Dental, Genesis Motors North America, VICTOR Pet Foods, Pollo Campero, HBO Latino, Goya Foods, AT&T, Hershey's, PetSmart, WellPoint.
- **Hispanic Market Leadership:** Served as the agency's go-to strategist for U.S. Hispanic media, helping establish communication and creative insights for culturally-relevant campaigns across U.S Hispanic and Latin American audiences
- **Created, implemented and managed multicultural (General Market, Hispanic, African-American and LGBTQ) multi-channel campaigns** that consistently outperformed client benchmarks.
- **Digital Innovation:** Conceptualized and executed GOYA Foods' first-ever 100% digital video campaign, outperforming broadcast media at a fraction of linear TV costs which allowed expanding the flight from 8 weeks to 26 weeks and greatly improving campaign effectiveness by limiting exposure outside of GOYA's intended audience, resulting in measurable increases in brand awareness, trial and repeat purchase and greatly improving ROAS.
- **Hyper targeted campaigns:** Built and deployed a hyper-targeted sequential messaging campaign for VICTOR Pet Foods, achieving double-digit increases in brand awareness and repeat sales growth with a reduced budget, outperforming previous campaigns costing 300% more
- **Business Growth:** Pitched and secured campaign plans and expansions for key accounts (Suvida Healthcare, Goya, VICTOR Pet Foods, Genesis Auto), driving substantial investment growth in new media and expansion to new markets and audiences
- **Efficiency Gains:** Utilized programmatic and AI-driven solutions to build and optimize low-cost, high-performance digital and social media campaigns that consistently outperformed client KPIs.
- **Strategic Partnerships:** Negotiated and managed high-value national and local sponsorships on TV, radio and digital for Nationwide Insurance, Goya Foods, VICTOR Pet Foods and others.
- **Analytics:** Combine data from different sources to evaluate market situation, competitive landscape, campaign performance, brand results and more to identify areas of opportunity and improvement and drive campaign recommendations, implementation and optimization based on measurable data.
- **Hands-on campaign creation and management** across programmatic, search and programmatic platforms including Basis, Simpli.fi, Meta, Google and more.

SOCIALISSIMA, INC. | Austin, TX

Project Work, 2020 - 2026

Plan, present and implement multi-channel media campaigns for non-profit medical research and public health programs

- Key Client: Fred Hutch Cancer Research Center
- **Build and deploy custom audiences** (General Market and Multicultural) to target very specific lifestyles or conditions and educate about clinical trials, their risks and benefits and drive enrollment across 50+ test sites in the U.S.
- **2026: Create, present and build campaigns** targeting at-risk LGBTQ populations to drive awareness, education and enrollment for emerging HIV preventive treatments, including social media, native advertising, Pmax and programmatic platforms
- **2022 – 2026:** Created, presented and implemented digital (social, search and display) campaigns targeting at-risk LGBTQ people to drive education awareness and volunteering for the HIV Vaccine Phase 2 Clinical Trials, delivering thousands of volunteers across 10 cities and lowering cost of acquisition from \$300 to \$15 and greatly improving enrollment with Latino and African-American volunteers who traditionally are reluctant to participate in clinical trials.
- **2020 – 2021:** Created, presented and implemented multi-channel (TV, radio, social, digital video and search) campaigns aiming to recruit Hispanic and African-American volunteers for the Covid Vaccine Clinical Trials, outperforming previous campaigns and delivering thousands of volunteers for Operation Warp Speed (2020 – 2021)

DIESTE, INC. | Dallas, TX

Media Supervisor / Media Economist | 2008 – 2013

Directed multi-platform media strategy and competitive intelligence to elevate brand ROI across the Hispanic and General Markets.

- Key Clients: Chili's, Nationwide Insurance, Hershey's, HP, Levi's, Quaker Oats/Gatorade, Pepsi, Doritos, Taco Bueno.
- **Advanced Analytics:** Designed proprietary reach/frequency and creative wear-out models using eTelmar, Nielsen, and Simmons, significantly pushing campaign ROI past targets by forecasting when creative would be at its most effective and when it needed to be replaced to maintain awareness and TOM.
- **Digital Pioneering:** Co-authored and executed Hispanic social media standards and early-stage campaigns for AT&T Home Solutions.
- **Cross-Functional Leadership:** Orchestrated communication and campaign execution between partner agencies, creative teams, and media buyers to eliminate operational redundancies.

CULTURA / METEORITE MEDIA | Dallas, TX

Assistant Media Planner / Media Planner | 2004 – 2007

Planned and executed targeted media placements across print, radio, TV, and online channels for a boutique media agency specializing in U.S. Hispanic marketing.

- Key Clients: Pepsi, Quaker Oats, Frito-Lay, U.S. Air Force, Interstate Batteries.
- Account Operations: Managed daily client relationships, reconciled complex media estimates and billing, and coordinated closely with buying and creative teams.

LATINO COMMUNICATIONS | Irving, TX

Operations Officer | 2003 – 2004

Managed corporate operations and infrastructure deployment for a leading wholesale international telecom carrier servicing 81M+ monthly minutes.

- Negotiated international B2B telecommunications contracts and deployed automated billing and least-cost routing solutions.
- Oversaw corporate finance duties, including payroll, customer invoicing, bank account management, and proposal preparation.

INDUSTRY ASSOCIATIONS & PUBLICATIONS

- Author: «*Unlocking Multicultural Marketing and Media Success: A comprehensive guide to media strategy, planning and buying*»
- Podcast Creator & Host: *The Adversity Podcast* and *The Revolución Podcast* (Exploring technology, diversity, and business in advertising through interviews with industry executives).
- Contributing Writer: *Hispanic Executive Magazine* (2023 – Present).
- Industry Panelist:
 - DFWIMA: "The Creative Process: From Concept to Execution" (Leveraging new technologies in creative campaigns).
 - AAF: "Viva La Video: The Surge of Digital Video Across All Media" (Digital video's impact on media planning).

EDUCATION

- Bachelor of Arts (B.A.) in Business Administration – University of Texas at Dallas (2002)
- Associate degree in Video Production – Art Institute of Dallas (1998)