

Erik Kristoffer Valdez

evaldez1@gmail.com | 847-910-3658 | Morton Grove, IL | [Linkedin Profile](#) | [Professional Portfolio - erikvaldez.com](#)

SUMMARY

A proven people and process leader with a trove of experience across the domains of product development, end-to-end marketing strategy/execution, and various data & analytics dimensions. Able to rally teams, drive vision, and deliver measurable results.

PROFESSIONAL EXPERIENCE

Discover Financial Services (recently acquired by CapitalOne) | Riverwoods, IL

Principal Campaign Manager, Direct Marketing Team

March 2025 to Present

Responsible for the measurement vision of Direct Marketing team & Digital Channel campaign execution process

- Developed a 0 to 1 marketing process measurement roadmap driving strategic metric creation and automated insights
- Combined advanced reporting techniques in Adobe Workfront + Tableau to reduce cycle time by 50% and improve accuracy
- Owned production & socialization of all key process reporting dashboards for Digital Channels on Direct Marketing Team

Walmart GoLocal | Chicago, IL

Sr. Product Manager, Last Mile Delivery

April 2022 to November 2024

(Left due to relocation requirements) Responsible for growing Walmart's Delivery as a Service (DaaS) product across +40 enterprise and mid-market retailers

- Optimized platform delivery settings that expanded Oversize Delivery areas to capture +\$3M Revenue
- Designed 1st Carrier Selection layer based on price to maximize lowest cost carriers
- Designed DSP Batch Ingestion driving 13% decreases in CPD vs single delivery trips
- Launched fraud prevention solutions across GoLocal to minimize missing deliveries and up to \$5M reimbursement risk

Nielsen IQ | Chicago, IL

Sr. Product Manager, Retail Measurement / Health & Wellness

March 2020 - April 2022

Responsible for overall growth & usage of Nielsen's Retail Measurement syndicated database analytic products

- Heavily involved in the planning & execution of Nielsen's acquisition of Label Insights product attribute company, in order to attain \$72B US H&W market opportunity
- Successfully launched new product division post-acquisition; involved in go-to-market planning, opportunity sizing, pricing strategy, and product launch & positioning

Nielsen Media | Chicago, IL

Director, Digital Solutions / Client Success

February 2016 - February 2020

Responsible for client account growth via a team of 5+ Client Success Managers, servicing Nielsen's largest Central to East Coast Media Agency clients and brand advertisers

- Led product support and training for ad research products across Brand Lift Studies, Audience Verification and Publisher Audience Composition and grew annual renewal rates by 40% in 2019
- Nominated for my leadership to participate in an 18 month executive education program for Nielsen aimed to grow and retain top performing talent (completed in 2018 via Emory University)

Tapjoy, Inc. (now ironSource) | Chicago, IL

Sr. Account Manager - Mobile Ads, Brand Advertisers

December 2012 - January 2016

Account Manager team lead for East/Central US sales offices; implementing mobile ad-campaigns, measurement studies and reporting

- Helped our Chicago sales office grow accounts resulting in multiple quarterly regional revenue awards (>100% to goal)

Starcom Worldwide | Chicago, IL

Digital Media Supervisor

September 2008 - December 2012

Responsible for producing media strategy, planning and execution of multi-million dollar ad campaigns for multiple top brands and advertisers: Anheuser Busch-In Bev, Kellogg's, ESPN, US Cellular. Delivered periodic client reporting and innovation.

- Executed large media & event campaign sponsorship for Bud Light Platinum product launch; first-ever Xbox Live event streaming promotion and on-site experiential activation (Sensation EDM Festival, New York)

EDUCATION & TRAINING

DePaul University - B.S. Marketing; Economics Minor (2008)

Emory University, Goizueta Business School - Executive Education Certificate (2019)

General Assembly - Product Management Certificate (2020)

SKILLS & TOOLS

Media & Marketing

- Digital Marketing, Ad Measurement, Ad Serving & Tagging, Third-Party Data Management
- Marketing Analytics, Google Ad Network, Google Campaign 360, Meta Ads Manager, Various ad-serving & billing platforms
- Syndicated data sources; Nielsen, ComScore
- Adobe Creative Suite (Photoshop, Illustrator, In-Design), Adobe Workfront (Campaign Operations)
- WordPress, MS Sharepoint

Sales & Client Management

- Marketing & Sales Collateral Creation, Creative Content Development
- Go-to-market planning, Pricing Strategy, Competitive Analysis, Market Sizing, Audience Segmentation

Product Management

- Product Roadmapping, Product Discovery, Backlog Management, Product Analytics, System Diagrams, API Contracts
- Customer Interviews, Product Demos, Product Marketing
- JIRA, Confluence, Figma, Miro, Mural, Postman, Tableau

PERSONAL INTERESTS

- Cooking blog (afterworkliving.com and [@afterworkliving](https://www.instagram.com/afterworkliving))
- Play & Perform: Guitar, Bass, Drums, Piano, Vocals
- Photography (Nikon) & Videography, Pop-up Photo-Booth
- World Traveler: various destinations across North America, South America, Asia and Europe
- Aspiring Golf Glove Company