

TASHA GASCÓN

Chief Marketing Officer · VP of Marketing · Global Brand Strategy Executive

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20+

Years Experience

30%+

Revenue Growth

\$2M+

Budgets Managed

45%

Retention Boost

EXECUTIVE PROFILE

Vision-driven global marketing executive with 20+ years building consumer brands that move markets. I've led strategy, digital transformation, and creative execution across fitness, wellness, CPG, and sports entertainment — from the last days of print and broadcast to the AI-driven era. My edge is translating brand vision into go-to-market execution that consistently delivers: 30%+ revenue growth, double-digit ROI, and brand ecosystems that endure.

CORE COMPETENCIES

Global Brand Strategy · Go-to-Market Execution · Omni-Channel Marketing · Digital Transformation · P&L Oversight · Performance Marketing · Analytics · AI Integration and automation

International Expansion · Sponsorship & Partnerships · Sports Entertainment Marketing · CPG Marketing · Team Leadership

PROFESSIONAL EXPERIENCE

Chief Marketing Officer · Seven Sixteen Design Marketing Studio

2015 – Present

Global brand strategy & performance marketing agency — fitness, lifestyle, entertainment

- Direct P&L, client strategy, and agency operations delivering 30%+ average revenue growth across client portfolios including Celsius, SinFit Foods, Icon Meals, BlackSkull International, and Propello Life.
- Architect global go-to-market strategies across North America, UK, and MENA, aligning brand positioning with market-specific consumer dynamics and competitive landscapes.
- Built influencer and ambassador ecosystems increasing brand visibility by 40% and expanding audience reach by 15% across managed brands.
- Implemented advanced analytics and automation infrastructure driving 25% ROI improvement and 20% ROAS increase across client portfolios.
- Lead multi-disciplinary creative, media, and performance teams across content strategy, paid media, SEO/SEM, UX/UI, and brand development.

Director of Marketing & Communications · DDP Yoga · WWE / AEW

2019 – 2020

Global wellness brand; \$2M+ annual budget, 12-person team, sports entertainment crossover

- Led complete rebrand and UX/UI redesign of the DDP Yoga App — delivering 28% sales increase and 45% retention improvement within 90 days.
- Produced the Positively Unstoppable Million Dollar Giveaway — generating 48% sales growth and 28% retention increase within six months.
- Developed marketing strategies and campaigns connecting the DDP Yoga brand to global WWE and AEW audiences, requiring fluency across both consumer wellness and sports entertainment marketing ecosystems.
- Achieved 8–12% quarterly ROI growth and 40% brand visibility increase through omni-channel campaign execution and data-driven CRM optimization.

EARLIER CAREER (2005 – 2015) · MSC MANAGEMENT · HEALTH, FITNESS & SPORTS ENTERTAINMENT

Built foundational marketing expertise embedded inside the professional bodybuilding and sports entertainment industry — managing athlete partnerships, brand campaigns, and event marketing for the IFBB Pro League and NPC ecosystem. Established PR relationships with CNN, ESPN, Fox News, TMZ, Sports Illustrated, and the Joe Rogan Show. Developed marketing fluency across print, broadcast, and the emerging digital landscape at the pivotal inflection point of the social media era.

Key Partners: BSN · MuscleTech · VPX · NPC · IFBB Pro League · WWE · AEW · Flex Magazine · Muscular Development · 2BrosPro Events

BRAND & MEDIA RELATIONSHIPS

Celsius	DDP Yoga	SinFit Foods	Icon Meals
WWE · AEW	IFBB Pro League	BlackSkull Intl	Propello Life

PR & National Media

CNN	ESPN	Fox News	TMZ	Sports Illustrated	Joe Rogan Show
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EDUCATION

MBA International Business Louisiana State University	BSc International Business Georgia Southern University	BSc Business Marketing Excelsior College
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TECHNICAL SKILLS & CERTIFICATIONS

Certifications: HubSpot Marketing Automation · Google Analytics · Adobe Creative Suite · 3D Modeling & Graphics (Adobe)

Strategy: Global Brand Strategy · GTM Planning · Omni-Channel Marketing · Digital Transformation · International Business Development

Analytics & Performance: P&L Oversight · ROI Optimization · Data Analytics · A/B Testing · SEO/SEM · PPC Advertising · ROAS Management · MQL/SQL · AI Index and development

Platforms & Tools: HubSpot · Google Analytics · Adobe Creative Suite · CRM Systems · CMS Design & Development · Marketing Automation · AI Automation

Creative & UX: Creative Direction · UX/UI Design · Content Strategy · Brand Identity · Storytelling · Campaign Production

CAREER TIMELINE

2005	Entered health, fitness & sports entertainment marketing — MSC Management, IFBB Pro League, NPC, BSN, MuscleTech, VPX
2010	PR & media expansion — CNN, ESPN, Fox News, TMZ, Sports Illustrated, Joe Rogan Show.
2015	Founded Seven Sixteen Design Marketing Studio as CMO. Global brand strategy for fitness, wellness, lifestyle, and CPG clients
2019	Director of Marketing & Communications — DDP Yoga. \$2M+ budget, complete rebrand, 48% sales growth campaign. WWE & AEW sports entertainment crossover
2020+	Continued agency leadership and global brand strategy — North America, Europe, LATAM, and MENA

"I've watched marketing evolve from glossy magazine spreads to AI-driven campaigns — and I've led brands through every chapter of that shift."

— Tasha Gascòn · tashagascon.com