DEREK ARGUELLO

Marketing Strategy Leader | Brand Strategy & Audience Insights

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SUMMARY

Marketing strategist with 10+ years across technology and consumer brands. Led global digital media strategy and activation for Microsoft Copilot with $1B+ in annual investment. Connects audience research, positioning, and go-to-market planning with business outcomes. Experienced in managing agency teams and aligning cross-functional partners across consumer, small-business, and enterprise audiences.

EXPERTISE

Marketing & Go-to-Market Strategy • Brand Positioning • Audience Research & Segmentation • Integrated Campaigns • Media Investment Planning • Agency Management • Cross-functional Leadership • Media-Mix Modeling & Attribution

EXPERIENCE

Microsoft | Dec 2021 - Sep 2026

Sr. Marketing Manager | Sep 2024 - Sep 2026

Copilot Global Media

- Co-led **$1B+** in annual media investment, directly responsible for Digital Activation of Copilot Brand Campaign and leading full-funnel Consumer Audience; Leveraged CTV, Programmatic, and Social expertise to launch Copilot Consumer in alignment with Super Bowl Brand placement by managing end-to-end Consumer journey from awareness and consideration down to incremental usage and acquisition.
- Led Copilot Growth programs to fuel innovation by deploying brand studies, dynamic creative testing, and segmentation to inform positioning and channel strategy.
- Managed agency teams through planning, activation, and measurement; aligned Creative, Social, PR, Web, and Analytics partners on integrated customer journeys.
- Negotiated joint business partnerships delivering **$10M+** in annual added value, unlocked discounted rates, and road mapped for media marketplace innovation.
- Partnered with Data Science and Measurement on media-mix modeling and attribution; translated campaign outcomes into future media investment recommendations.

Marketing Manager | Dec 2021 - Aug 2024

Education, Advertising, AI, Copilot, & Business Applications

- Managed **$45M+** in annual marketing investment; an audience-first growth approach delivered a **155% YoY** increase in new-customer lifetime value for Microsoft Ads.
- Developed go-to-market playbooks for Bing Chat, Microsoft Copilot, and Copilot for Work, coordinating paid, owned, earned, and sales enablement.
- Partnered with Product, Creative, and Search to launch Bing Chat Enterprise paid-search advertising, bringing a new enterprise AI offering to market.
- Partnered with Engineering and Operations to deploy AdTech enablement via APIs, AI ad-copy prototyping, dynamic testing, and cleanroom attribution to support customer acquisition and measurement.
- Mentored Microsoft Aspire hires and coached stakeholders on marketing programs; led hackathon teams developing Copilot concepts for education.

EXPERIENCE CONTINUED

OMD Worldwide | Communications Planning Manager
Jun 2020 - Dec 2021 | Client: U.S. Army

- Co-stewarded the **$195M** paid media budget for the U.S. Army, translating audience insights into integrated communications and activation strategies.
- Led Decide to Lead audience research on service barriers; aligned Creative, Web, and Production on paid and owned customer journeys for The Calling.

360i | Social Media Marketing Manager
Feb 2019 - Jun 2020 | Clients: United Airlines and Boston Beer

- Helped win Twisted Tea and Truly Hard Seltzer through brand voice and digital media strategy; supported Truly virtual product launches and consumer engagement.
- Supported creator coordination and measurement for United's Flight for the Planet: **100M+ organic impressions in 24 hours**; Shorty Bronze Honor in Environment & Sustainability.
- Translated campaign results into content recommendations and client reports.

Neo@Ogilvy | Assistant Media Planner
Jul 2018 - Feb 2019 | Client: Morton Salt

- Developed digital media recommendations and optimized paid social and programmatic campaigns; supported vendor negotiations and performance reporting.

Ogilvy | Jan 2017 - Jun 2018
Assistant Account Executive | Jun 2017 - Jun 2018
Community Manager | Jan 2017 - Jun 2017

- Led international social campaigns and content for Scrubbing Bubbles, Shout, and Duck; used social listening and competitive analysis to guide creative strategy.
- Coordinated community-management work across **30 markets**, aligning teams on content execution and brand safety.

Kellogg Company | May 2016 - Dec 2016
Global Sourcing & Social Media Student Support

- Coordinated global employer-brand content with Social Media, Communications, and Talent Acquisition; trained recruiting partners on social-media engagement.

EDUCATION

M.S., Marketing | DePaul University | May 2021
Integrated Strategy & Planning

B.S., Advertising & Public Relations | Grand Valley State University | Dec 2016

LEADERSHIP & COMMUNITY

Lecturer & mentor. Guest lecturer at DePaul, Grand Valley State, and Northwestern; mentor with Global Mentorship Initiative, CIMA, and Kappa Sigma Fraternity.

Service. Former HOLA Marketing ERG leader and Asians at Microsoft ally. Oak Park Civic Information Systems Commission member.