

# FERNANDA BUENO

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## PROFESSIONAL EXPERIENCE

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**NBCUniversal • Peacock** | Los Angeles, CA

**Web Strategy Manager**, 2023 – Present

- Own subscription growth strategy for PeacockTV.com, delivering \$34M in incremental revenue and 250K new subscribers, exceeding 2025 targets by 220%
- Drive 0-to-1 initiatives from concept to launch, including a 97-test experimentation program that generated 169K+ incremental annual subscribers
- Partner cross-functionally with Product, Engineering, and Data Science to design and launch experiments, translating results into measurable business outcomes
- Set acquisition strategy for Peacock's highest-priority franchises, driving conversion rates up to 5%, 3x's above baseline and industry benchmarks
- Present strategy and results to executive and cross-functional stakeholders, translating data into clear, actionable recommendations
- Drive cross-functional alignment across 4 teams to prioritize customer journey and acquisition initiatives, shaping Peacock's subscription growth roadmap
- Recruit, manage, and develop a team of 3, building a culture of experimentation and data-driven decision-making

**Product Marketing Analytics Manager**, 2022 – 2023

- Delivered acquisition and subscriber trend analyses to cross-functional and executive stakeholders, directly shaping channel investment decisions
- Built Peacock's subscription analytics framework, defining requirements and partnering with Decision Sciences to launch reporting adopted as the company standard
- Evaluated and drove adoption of Contentsquare, an \$810K/3-year strategic technology investment, across 5 teams to maximize ROI
- Led company-wide employee recognition program across 1,700+ employees, extending leadership beyond core analytics

**Product Marketing Analyst**, 2021 – 2022

- Built a new strategy function from 0 to 1, defining scope and priorities in a fast-paced, ambiguous environment
- Developed forecasting models to evaluate subscriber acquisition trends across web and app store touchpoints
- Delivered bi-weekly audience and market trend analyses, translating findings into recommendations for internal partners

**NBCUniversal • Universal Studios Hollywood** | Los Angeles, CA

**Consumer Insights Associate**, 2018 – 2021

- Led consumer tracking studies across 11 domestic and international markets, translating quantitative and qualitative insights into strategic business recommendations
- Analyzed market trends and audience sentiment on theme park attendance to inform long-term brand and business planning
- Managed CRM lifecycle marketing campaigns for theme park annual pass holders, driving member retention through customer insights

## EDUCATION

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**The University of Arizona** | Eller College of Management | M.S. Marketing | August 2018

**The University of Arizona** | College of Science | B.S. Speech, Language, and Hearing Sciences | May 2016

## HONORS, SKILLS & INTEREST

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**2024-2025 Sports EMMY Awards** | Outstanding Interactive Experience for 2024 Paris Olympics

**Eller Alumni Advisory Council** | Marketing Department Outstanding Alumni Award | Fall 2023

**Eller Marketing Department** | Professional Development Mentor | Fall 2018 – Present

**Skills** | Spanish (native speaker) • Subscription Growth Strategy • 0-to-1 Product Launches • Audience Growth Strategy • Customer Engagement • CRM & Lifecycle Marketing • Editorial Planning • Experimentation & A/B Testing • Customer Journey Optimization & Monetization • Product Analytics • Behavioral Analytics • Cross-Functional Leadership • Team Management • Executive Communication • Web Strategy

**Interests** | Long-Distance Running • Strength Training • Family & Friends • College Basketball • Film and Television