Joc Romero Barrazueta

BRAND, MARKETING & COMMUNICATIONS LEADER | COMMERCIAL GROWTH & INTERNATIONAL MARKETS

Product Marketing & Go-to-Market · Partnerships & Licensing · Corporate Affairs · Creative Direction

Salt Lake City, Utah · Open to domestic and international relocation · jocromerob@gmail.com · +1 801 636 6410
linkedin.com/in/joc-romerobarrazueta · Portfolio: jocromerobarrazueta.com

PROFILE

Marketing leader with 13+ years in consumer products, mining services, luxury retail, nonprofit and consulting. Has established regional marketing functions, commercialized product lines from first sample through buyer sell-in, and negotiated licensing and distribution partnerships abroad. Advises executives on corporate communications and designs much of the work personally, from catalogs and sales materials to brand systems. Works in English and Spanish across the Americas, Europe and Asia.

SELECTED IMPACT

$3M → $17M	**+25%**	**>$2M**	**7 → 3 days**
Black Clover revenue growth, supported through product commercialization, international channels and eCommerce	Qualified leads from Thiess Americas campaigns and events, with +20% visibility	Company-wide sourcing and vendor savings at Black Clover, which I contributed to	Turnaround on selected Thiess approval workflows after new governance and templates

People leadership: 7 direct reports at Black Clover, four of them promoted, and 2 at Thiess, where three indirect reports were promoted, plus 40+ project-based colleagues; 50+ people mentored.

EXPERIENCE

WESTROC RESOURCE PARTNERS LLC

Lone Tree, Colorado · Remote

New operator-led mining-services business · Independent consulting engagement

Brand, Marketing & Communications Consultant — May 18, 2026 – Present

- Developed the brand platform from an early brief: positioning (“We are miners, not contractors”), service architecture, executive messaging and the leadership rollout roadmap.
- Directed the website with an external developer through its late-October 2026 launch; set up the company’s LinkedIn presence and leadership posting program.
- Designed the brand system personally, including the proposal template adopted by the business; recommended the $8,400 option for the first trade-media buy after asking for lower tiers, then negotiated it to $7,560 with full scope.

THIESS

Salt Lake City, Utah · U.S., Canada & Chile

Global mining services

Brand, Marketing & Communications Manager — Americas — Mar 24, 2025 – May 8, 2026

Americas Marketing Manager — Feb 12, 2024 – Mar 21, 2025

Hired to establish the Americas marketing and communications function; promoted after 13 months to lead brand, corporate and executive communications across three countries, in English and Spanish.

- Managed a ~$750K annual budget, 2 direct reports, three agencies and 40+ project-based colleagues, with delegated signing authority for pre-budgeted commitments (SOWs, insertion orders, purchase orders and invoices) and final brand sign-off.
- Ran 38 external and 48 internal regional campaigns; regional reporting showed +25% qualified leads and +20% visibility, and the 2025 Asset Services Americas campaign tripled qualified inbound leads.
- Developed value propositions for each market with operations and sales; wrote and designed the North American fact-sheet series, the Asset Services capability statement, project profiles and sales presentations, and directed video and Spanish-language web content with agencies in Chile.
- Named media contact on public announcements in the U.S., Canada, Chile and Australia, including Vale’s Stobie award and the Thiess–FLANDERS partnership; drafted the FLANDERS announcement, wrote the Stobie launch release, and counseled executives on speeches, interviews and bylined articles.
- Owned industry events (~$370K) from business case to sales handoff, including MINExpo 2024, PDAC, SME/MINEXCHANGE, EXPONOR, EXPOMIN, CESCO and IMARC; built institutional partnerships in Chile with Antofagasta universities, AUSCHAM, Austrade and ProChile.

THIESS, CONTINUED

- Wrote 8 governance documents and 52 templates used across 14 functions, cutting selected approvals from about 7 days to 3; chaired the Thiess Global Allies Committee across four regions (Apr 2024 – Apr 2025).
- Led community sponsorships, including the American Cancer Society's Making Strides and Hope Gala in Utah and the Sudbury Mining Cluster Reception at PDAC 2025 (Diamond sponsor); coordinated seven Thiess90 anniversary celebrations across the Americas.

BLACK CLOVER USA

Draper, Utah · Global markets

Premium headwear and lifestyle brand · Wholesale, retail, licensing and eCommerce

Promoted twice in seven years, from coordinator to manager to director, as the business expanded internationally.

Product & International Marketing Director — Jan 11, 2021 – Jan 26, 2024

- Led product commercialization and international markets with 7 direct reports, 2 agencies and teams of 15–30; managed the marketing budget with delegated signing authority; four of those seven direct reports were promoted under my leadership.
- Negotiated and managed licensing and distribution partnerships across Latin America, Japan, South Korea, the UAE, Canada, the UK, Europe and Thailand, including the exclusive Latin America licensee-distributor; supported entry to 35 Liverpool department stores and store openings in León, Mexico (2023).
- Ran product readiness for launches: assortments built around buyer and channel needs, pricing and margins across wholesale, retail and international channels, and sell-in materials; negotiated ambassador partnerships, including the Kyle Busch line.

Marketing & Events Manager — Jul 16, 2018 – Jan 8, 2021

- Ran integrated campaigns, trade programs, budgets and agencies for accounts including Nordstrom, Dillard's, Topgolf, T-Mobile, Ritz-Carlton and Delta.

Marketing & Events Coordinator — Feb 20, 2017 – Jul 13, 2018

- Delivered campaigns, events and creative production; built the catalog and launch workflows the brand later scaled.

ACROSS ALL THREE ROLES

- Designed and produced the catalog system personally (annual, seasonal, customer and Spanish-language regional editions) behind 410+ product drops.
- Managed U.S. and international websites, Shopify, Amazon, TikTok Shop, search and paid social; ran seven annual sales meetings in Las Vegas and Cabo; exhibited at the PGA Show, MAGIC, Colombiamoda and Fashion World Tokyo.
- Created the identity and labels for the Black Clover spirits line, developed co-branded lines with Arrow McLaren and Corona Premier, and directed photoshoots and short-form video for U.S. and LATAM channels.

EARLIER EXPERIENCE

YMCA of Northern Utah · Marketing & Events Coordinator · Salt Lake City, Utah — Jan 12, 2015 – Feb 3, 2017

- Designed sponsorship packages and campaigns; produced DishED (2015) and Healthy Kids Day (2016); pitched and coordinated Spanish-language TV interviews on health programs; maintained website, YouTube and Facebook content; coordinated event operations, including groundwork for permits, bonds, and state food and liquor licensing ahead of legal approval.

Plaza Vendôme / Grupo Eljuri · Sales & PR Coordinator · Guayaquil, Ecuador — Jan 6, 2014 – Dec 19, 2014

Invincible Media · Fashion PR Intern · London, United Kingdom — May 2, 2013 – Aug 7, 2013

EDUCATION

BA, Communication — University of Utah, Aug 2011 – Dec 2013

BA, Art History, Minor in Italian Renaissance History — University of Oxford, Jan 2008 – May 2011

AA, Graphic & Digital Design — Parsons School of Design, The New School, Dec 2019 – Dec 2020

LANGUAGES

English, Spanish (full professional) · Italian, Portuguese (intermediate)

COMMUNITY

SOLCA Ecuador · Comunidades Unidas · Artes de México en Utah

SYSTEMS

CRM and lifecycle: Salesforce, HubSpot, Iterable, Klaviyo, Mailchimp, Constant Contact

Digital and commerce: Google Analytics, Google Ads, SEO, Meta, LinkedIn, Shopify, Amazon, TikTok Shop, WordPress

Design: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro), Canva

Operations: Microsoft 365, SharePoint, monday.com, Tableau, JD Edwards