

Luis Gilberto

Sr. Integrated Marketing Lead | Creative Strategist

me@luis-gilberto.com | linkedin.com/in/luisgilberto | luis-gilberto.com | Redmond, WA

15+ years crafting integrated marketing campaigns and brand narratives for Microsoft's consumer portfolio. Expert in translating complex AI features into compelling consumer stories, leading cross-functional teams, and driving measurable business impact through strategic storytelling and creative direction.

EXPERIENCE

Sr. Integrated Marketing Lead – Microsoft Edge / Copilot

Feb 2022 – Present | Redmond, WA

- Led brand transformation of Microsoft Edge from "shopping browser" to "AI-powered browser"
- Crafted global narratives for Copilot in Edge, translating AI features into consumer benefits
- Directed seasonal campaigns driving engagement and adoption across multiple markets
- Produced channel toolkits and creative assets for global digital marketing

Sr. Integrated Marketing Lead – Microsoft 365 Suite

Dec 2016 – Feb 2022 | Redmond, WA

- Developed 360° integrated marketing plans across Microsoft 365 and Office portfolio
- Launched "Free to be Free" pandemic campaign for Microsoft's free productivity apps
- Directed GTM strategy for Microsoft Teams personal use and Family Safety app
- Owned end-to-end creative direction across paid, owned, and earned media

Marketing Manager – Worldwide Retail Channel

Mar 2012 – Dec 2016 | Redmond, WA

- Developed GTM strategies for 3+ global campaigns/year across Windows, Surface, HoloLens
- Managed \$2M+ annual budget with measurable retail and partner impact
- Established KPI tracking and governance frameworks for quality assurance

Campaign Strategy Roles – Microsoft Vendor

2008 – 2012 | Redmond, WA

- Launched Windows Phone in-store demos in 30+ languages with global deployment
- Led campaign execution for MSN, Bing, and Internet Explorer
- Managed content strategy for MSN Latino Entertainment with KPI optimization

CORE COMPETENCIES

Strategy & Leadership

Integrated Marketing
Brand Storytelling
GTM Strategy
Cross-functional Leadership

Creative & Content

Creative Direction
AI Feature Marketing
Campaign Development
Content Strategy

Operations & Analytics

Budget Management
Performance Analytics
Channel Marketing
Partner Enablement

EDUCATION & LANGUAGES

B.S. Computer Sciences

University of South Alabama
2000-2003

Executive Education

Kellogg Sales Institute
Northwestern | 2018

Languages

English (Native)
Spanish (Fluent)
Italian (Conversational)

Key Achievements

2.5M+ video views
40% app adoption increase
\$2M+ budget management