sacha penoucos

CREATIVE DIRECTOR, CONTENT DEVELOPER & EXECUTIVE PRODUCER

Miami, Fl

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Marketing and creative executive with 20+ years of experience building brands, leading high-performing teams, and translating strategy into audience, engagement, and revenue growth across sports, media, entertainment, and fitness.

As Chief Marketing Officer of FC Naples, I led the development and launch of Southwest Florida's first professional soccer club—from its name, crest, visual identity, and uniforms to its marketing, communications, sponsorship, fan engagement, and match-day experience. Our inaugural season-membership campaign sold 2,500 memberships—50% of stadium capacity—and generated nearly 70% of overall attendance and ticket revenue with no paid digital advertising.

Previously, I led creative, marketing, and content initiatives for global brands including MTV Networks, DIRECTV, Discovery Channel, Nickelodeon, and Zumba. My experience includes award-winning campaigns, international productions, product and channel launches, integrated marketing, team building, budget management, and creative operations across the United States and Latin America.

I bring together brand strategy, commercial thinking, creative direction, and hands-on execution to build brands that connect with audiences and deliver measurable results.

Experience

CMO

FC Naples

Naples, Florida
Jul 2023 - Present

Chief Marketing Officer | 2023–Present

• Built and launched the FC Naples brand, including the club's name, crest, visual identity, uniforms, stadium branding, and overall creative direction.

• Lead the club's marketing, communications, fan engagement, content, sponsorship, community, ticket-growth, and match-day experience strategies.

• Developed the inaugural season-membership campaign that sold 2,500 memberships—50% of stadium capacity—and generated nearly 70% of attendance and ticket revenue.

• Direct integrated campaigns across digital, social media, broadcast, outdoor, email, print, partnerships, and live events.

• Lead creative production, media partnerships, brand collaborations, campaign performance, and conversion optimization.

Director of Media

Bang Energy

Miami, Fl
Aug 2020 - Jul 2023

• Built and led media-production capabilities supporting Bang Energy's marketing, brand storytelling, digital, social media, and content strategies.

• Translated marketing priorities and campaign concepts into high-impact branded video, multiplatform content and high production value livestreams.

• Directed projects from creative development through production and final delivery, managing internal teams, agency partners, talent, vendors, budgets, and schedules.

• Established efficient creative workflows capable of delivering a high volume of fast-turnaround content while maintaining brand consistency and production quality.

• Partnered with marketing and creative leadership to support product campaigns, brand initiatives, and audience engagement across digital and social channels.

Content Director/Executive Director

Zumba Fitness

Miami, Fl
Aug 2015 - Aug 2020

• Led global content development and production across brand marketing, digital channels, product launches, music partnerships, fitness programs, and e-commerce.

• Directed creative teams, agencies, talent, and international productions from concept through final delivery.

• Produced branded content involving internationally recognized artists, including Nicky Jam, Bad Bunny, Drake, and Daddy Yankee.

Sr On Air Manager

Discovery Channel

Miami, Fl
Aug 2012 - Aug 2015

• Led creative development and production of brand campaigns, programming promotions, and on-air content for Discovery Channel.

• Directed international campaigns and productions supporting audiences across North America, Latin America, Brazil, and Africa.

• Managed multidisciplinary teams, external agencies, production partners, schedules, and budgets.

sr manager on air promotions

DIRECTV

los angeles, CA
Aug 2007 - Aug 2012

RESPONSIBILITIES
Created, planned and supervised 360° advertising campaigns, promotions and branding elements for:
- local marketing offices in latin america.
- 3 exclusive channels: OnDIRECTV, DIRECTV sports and DIRECTV HD.
- the FIFA 2010 World Cup and other special events.
- PPV movies.
- new DIRECTV product launches.
- premium programming packages.
- corporate, sales and marketing videos.

Provided creative direction for on air promotions and campaigns, image spots, print ads & billboards.
Managed team of writers, editors, producers and music supervisors.
Supervised out of house productions with vendors.
Led brainstorms sessions.
Directed live action shoots in multiple foreign countries.
Created and supervised production schedule.
QC all on air elements.

ACHIEVEMENTS
Reduced production costs by 25%.
Record audience during FIFA 2010 World Cup.
OnDIRECTV placed in top 20 for 2 consecutive years.

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sr manager on air promotions

MTV Networks Latin America

miami, FL
Jan 2003 - Jul 2007

RESPONSIBILITIES
Produced the promotional campaigns for the channel launch in Latin America.
Managed production of VH1 on air promos, tune ins, teasers, fillers, menues and ID’s.
Produced and directed promotional and branding campaigns for Vh1.
Supervised in house production team, vendors and talents.
Directed live action shoots for promos.

ACHIEVEMENTS
VH1 in placed Top 10 for two consecutive years.
Received Promax awards for best on air campaigns, on air promotions, station id´s, editing and judges choice award.

Owner

Big Yellow Frog Productions

miami, Fl
Jan 2001 - Jan 2003

Creative consulting for USA networks, supervised the relocation of a creative team from Mexico to Argentina.
Set up a cost effective production facility and served many clients including MTV, Nickelodeon, Discovery, USA Network and Burger King.
Produced and directed on air campaigns, teasers, tune ins, station id's, fillers and menus.
Directed live action shoots for promos.

producer

America multimedia

buenos aires, argentina
Jan 1995 - Jan 2001

RESPONSIBILITIES
Edited movie trailers for 3 movie channels.
Produced and directed on air promos, shows and branding elements.
Supervised out of house productions.
Directed long format shows for Canal (á).
Directed live action shoots for promos.
Managed a team of 3 editors.

Education

audio visual design

Universidad de Buenos Aires

buenos aires, argentina
Feb 1990 - Dec 1992

tv and film production

Hermida tv and film School

buenos aires, argentina
Dec 1992 - Dec 1993

creative scriptwriting

Houston Community College

houston, TX
Jan 1994 - Jul 1994

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