

Anna M. Figueroa – Bio

Anna Figueroa is President and Owner of Vantage Communications. She founded the full-service advertising agency in 2008 after a stellar career of more than two decades in media sales and management. Her years in media gave Figueroa a clear understanding of how imperative it is for clients to combine their public relations efforts with their media investments in order to achieve faster growth and stronger brand identity. This understanding motivated her to start her own company and to use both her media and public relations experience to offer the expertise that has helped to grow the market share and to strengthen the public profile of both national and local clients.

Under Figueroa's guidance, Vantage Communications has grown its client roster year to year, serving a variety of organizations from charities to multi-million-dollar corporations. Her experience with both the General and Hispanic markets and culture provides clients elevated opportunities for growth in both arenas as well as the overlap between them in our modern culture. Specializing in combining media, digital media, marketing and public relations/reputation management effectively, Figueroa has been the force behind the distinction enjoyed by Vantage Communications as an agency that creates and executes a multi-layered strategy uniquely tailored for each client.

Current client categories being marketed under Figueroa's oversight include Healthcare, Insurance, Entertainment, Business to Business, Charities, Packaged Goods for both domestic and international markets as well as Retail.

Most recent past professional experience:

From 2007 to 2009, Figueroa served as Vice President of Sales and Marketing for WGEN, a U.S. television division of Caracol Broadcasting. During her time at WGEN, the station experienced double-digit sales growth year to year. Prior to joining WGEN, Figueroa served as National Sales Manager for WJAN, Sherjan Broadcasting from 2004 to 2007. From 2000 to 2004, Figueroa was National Sales Manager for Spanish Broadcasting System in Miami. Before joining Spanish Broadcasting System, she had a long and successful career in local sales in the Miami market with Hispanic Broadcasting Inc., where she was consistently ranked in the highest 5% of sales within the team.

A graduate of Florida International University, Figueroa holds a bachelor's degree in Business Administration. She is fully bilingual in English and Spanish.