Contact

www.linkedin.com/in/heretoshakeshitup (LinkedIn)
www.redlabmarketing.com (Company)

Top Skills

Social Media Strategy
Marketing Strategy
New Business Development

Honors-Awards

Phi Alpah Theta
Martinez Foundation Scholar
Dean's List

Mariana Padilla

CEO of The HACKERverse® ⁎# Storyteller Extraordinaire ⁎# Advocate for women in cyber ⁎# Latina Smasher of status quos
Highland Park, Illinois, United States

Summary

I'm Mariana and I'm here to shake sh*t up. After spending the early part of my career in education and nonprofit, I started my own marketing agency in 2020, I'm shaking sh*t up in cybersecurity.

The one common thread of my career is storytelling. No matter if you're talking to middle schoolers, donors, an online audience, or investors, the better you can tell a story the more successful you will be.

I'm passionate about building companies of the future. What does that mean? In my book it's places to work that are psychologically safe, diverse and inclusive, and that understand that work and life aren't the same.

I dislike being told "this is the way we've always done it" and value brands, entrepreneurs, and investors that think outside the box.

Experience

HACKERverse®
Chief Executive Officer
January 2023 - Present (1 year 2 months)

The HACKERverse® is the esports platform and marketplace for cybersecurity. Our World Hacker Games allow cybersecurity buyers to see tools battle tested in real time while our automated demo marketplace fixes the industry's sales problem by allowing ethical hackers and CISOs the ability to kick the tires on tools they're considering on their own time and provides a radically simple way to purchase needed software.

Red Lab Marketing
Founder and CEO
April 2020 - Present (3 years 11 months)
Chicago, Illinois, United States

Red Lab Marketing is a digital marketing agency that specializes in elevating the stories of purpose-driven businesses working to make the world a better place.

I believe in the power of empathy and connecting with others through digital design and a no B.S. approach.

KIKRR

1 year 7 months

CEO

November 2022 - January 2024 (1 year 3 months)

Co-Founder

July 2022 - November 2022 (5 months)

United States

Kikrr is the cybersecurity software sales platform of the future. Our innovative site gives vendors the opportunity to scale their demos, perform user testing at scale, reach new markets, and importantly, close more sales.

Our unique try-before-you buy experience also means that buyers can test products, determine which software best meets their needs, and best of all avoid those dreaded sales calls.

Interested in learning more? Send me a DM.

kikrr.co

Urban Farming Initiative

Co-Founder

July 2020 - September 2022 (2 years 3 months)

United States

The Urban Farming Initiative exists to turn unused commercial properties into thriving urban farms and community hubs. Our reproducible model for successful urban farms allows anyone, anywhere to start a successful urban farm. We're growing momentum for change and making impact at scale.

United Way of Greater Cincinnati

Community Impact Manager

December 2016 - August 2019 (2 years 9 months)

Cincinnati, OH

Education

University of Washington

Master's degree, Secondary Education and Teaching · (2008 - 2011)

Loyola University Chicago

Bachelor's degree, History · (2006 - 2007)

University of Missouri-Columbia

Journalism · (2004 - 2006)