

Norma Manzanares, J.D.

Senior Account Director, Brand Strategy & Marketing - Baru Advertising



Norma Manzanares is a strategic marketing professional with over 12 years of agency and client experience targeting multicultural, youth and adult market segments. Ms. Manzanares has a proven record of leadership, team-building and driving innovation. Her multi-platform experience engaging consumers through integrated messages holistically across multiple channels for brands such as Pepsi, Nike, NFL Network, G4, Ovation and DreamWorks have been honored with CTAM, Promax and other industry awards for marketing excellence.

Ms. Manzanares is a graduate of UC Berkeley and holds a Juris Doctorate Degree. She is the founder of Women in Media, a networking group for diverse industry professionals in Los Angeles.