

BRUNA TALARICO

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GLOBAL NARRATIVE & COMMUNICATIONS STRATEGY FOR AI-NATIVE PRODUCTS

Trilingual strategist with 15+ years positioning complex technology so people adopt it. I treat narrative as the adoption engine: the lever between launched and actually used. Founding member of two 0-to-1-to-many functions inside Amazon: built Audible's B2B unit from day one (43% revenue growth in regulated, knowledge-intensive industries) and Amazon Music's Global Content Org Strategy (35% audience growth). I created the brand and narrative architecture engine connecting audience research and behavioral insights to product roadmap and launch storytelling. Led seven original editorial properties in 2026 for stealth projects. Behavioral economics from Harvard Business School, applied to how language shapes behavior and drives adoption. Career foundation running editorial at Brazil's largest media organizations (50M+ MAU), with trilingual range across English, Spanish, and Portuguese: absorb the domain fast, identify what matters, write language that moves people to act.

CORE COMPETENCIES

Narrative & Communications Strategy: Executive Narrative & Enterprise Storytelling · Brand Architecture & Voice Systems · Category Narrative · Thought Leadership Development · Technical Concept Translation

Behavioral & Audience Intelligence: Behavioral Economics & Choice Architecture · Audience Research & Segmentation · Adoption-Oriented Storytelling · Localization & Globalization

Content Operations & Leadership: 0-to-1-to-many Function Building · Measurement & P&L Accountability · Cross-Functional Creative Leadership · Team Development & Org Design

PROFESSIONAL EXPERIENCE

Amazon Music (Amazon)

Head of Content Strategy & Insights

Feb 2024 – May 2026

Senior Channel Strategy Manager, Senior Content Strategist

Jul 2021 – Feb 2024

- Designed the product narrative architecture and brand voice system for a complex technology offering spanning streaming, AI, and entertainment, serving as the connective layer between SVP investment cases, engineering specs, and consumer positioning. Secured multimillion-dollar executive investment for the function and shaped development and roll-out strategy across product lines. Team: 14 people, distributed.
- First strategy hire at Amazon Music's Global Content Org, spanning business, product, and narrative strategy. Built the brand and narrative architecture engine connecting audience research and behavioral insights to product roadmap, editorial standards, and launch storytelling.
- Led Amazon Music Live's expansion from single-platform to multi-platform distribution across Prime Video, Twitch, and VOD. Defined multi-channel prioritization and positioning for each platform, built the end-to-end expansion playbook, and secured distribution partnerships driving 35% YoY audience growth while exceeding P&L targets by 7% and proving the halo effect of entertainment to Amazon surfaces.
- Served as the bridge between Engineering and user-facing narrative, translating product requirements and feature priorities into brand-coherent launch stories and adoption positioning, ensuring what shipped and how it was positioned moved together.
- Designed the measurement framework that connected investment to outcomes (acquisition, engagement, retention), giving the function P&L accountability for the first time.

Audible (Amazon)

Senior Client Success Manager

Apr 2020 – Jun 2021

Strategic Client Success Manager

Sep 2018 – Apr 2020

- Applied choice architecture principles to vertically reposition consumer audio content as an enterprise learning utility, reframing the product's identity for buyers in regulated, knowledge-intensive industries.
- Built the full brand and marketing toolkit (case studies, product narratives, onboarding flows, sales enablement), driving 43% revenue growth and shortening sales cycles by 40% on a seven-digit portfolio.
- Founding member of Audible for Business (B2B2C). Built go-to-market strategy for a new business unit from day one, owning product requirements, designing customer onboarding and lifecycle programs, and scaling to 20+ enterprise clients. Team: 8 people, cross-functional.

Transcendent Endeavors

Director of Growth

May 2017 – Aug 2018

- Led go-to-market for NIH-backed health-tech portfolio: persona-based segmentation, launch campaigns, and lifecycle communications across clinical and consumer audiences, driving 27% B2C and 23% B2B revenue growth QoQ. Adapted positioning for international markets across Asia and LATAM.

PUBLISHED VOICE & SPEAKING

- **Panelist, Chief — Leading Through the AI Shift: Aligning the C-Suite for Growth | April 2026**
Speaking alongside a Netflix Sr Director and Crowell & Moring LLP's CIO.
- **Panelist, Chief – The New Creative Partner: AI after Cannes Lions 2026 | June 2026**
Speaking alongside a Monks SVP and an Edelman Marketing Executive.
- **Panelist, ChiefX LA — AI and the Future of the Creative Economy | June 2026**
Speaking alongside an NBCUniversal SVP; moderated by Chief's CMO.
- **Published:** *Selected for García Márquez Foundation program led by Jon Lee Anderson, from The New Yorker*

EDITORIAL FOUNDATION

Rede Globo (NBCUniversal JV) · Abril Publishing · O Globo · Piauí Magazine

Senior Editor, Reporter, Columnist

2008 – 2015

- Seven years at Brazil's largest media organizations (50M+ monthly active users across broadcast, print, and digital), trained to be assigned a subject I knew nothing about, go deep fast, and produce clear work under deadline. Award-winning journalist.
- This is the discipline behind the method, and the same instinct that turns a complex story into a clear one, and a complex product into one users adopt: identify what the audience cares and should care about, name it in their language, give them a reason to act.

EDUCATION & CREDENTIALS

M.S. Media Management | Parsons, The New School, New York

Executive Education, Behavioral Economics | Harvard Business School

Executive Education, Finance for Non-Finance Executives | Wharton

Certificate, Product Management | Cornell University

B.A. Journalism | Pontifical Catholic University of Argentina & Faculdade CCAA, Brazil

LANGUAGES

English, Spanish, Portuguese (trilingual proficiency)