

MAJI RAMI REZ

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Data- By using data-infused creative direction, I lead creative teams in fast paced entrepreneurial environments and marketing hypergrowth within consumer technology businesses. I strongly believe in building cross-functional collaboration between design, product, engineering and marketing teams to develop top-class regional, international and global brand campaigns.

EDUCATION

BA Media Comms '11: Webster University

Digital Filmmaking '12: NY Film Academy

MBA '16: Hult International Business School

KAYAK – Sr. CREATIVE DIRECTOR & BRAND LEAD 02/2019 – Present

Defined the development and implementation of new creative brand strategy, positioning, messaging and tone of voice, across 8 Latin American countries, US Hispanic, Spain and Portugal achieving 15% YoY brand awareness growth. Ensured a strong balance of brand marketing, creative craft, and content production.

Led brand strategy & established strong senior stakeholder relationships

- Directed the launch of brand strategies and campaigns, by marrying data with sharp creative craft across cross-functional teams: brand, public relations, social media, performance marketing, analytics, operations, go-to market and engineering.
- Worked closely with regional and global senior stakeholders by serving as a thought leader across branding and communications through forming highly integrated and mutually beneficial cross-functional relationships.

Drove creative optimization through data & consumer insights

- Drove decisions across the organization by developing a brand creative optimization roadmap focused on user journey behavior insights. The plan achieved +15% YoY brand awareness growth, +12% YoY TV/Streaming response rate increase, 5% YoY e-mail subscription user base increase, and +10% click through rate lift.

Led Content, Design & Brand teams

- Developed dynamic brand messaging and content plan across all localized products and platforms, by implementing a scalable approach to messaging framework and brand pillars. Oversaw a multi-region brand expression and its execution across local markets.
- Directed and evangelized creative optimization in all its forms across 10+ cross-functional teams in 3 languages (English, Spanish, Portuguese) including Creative Agencies, Product Design, Creative Production, Art Directors, Copywriters, Illustrators, Digital and TVC Producers.

Served as Comms chair for Employee Resource Group

- Led the Communications & Media committee for the People of Color Employee Resource groups, fostering diversity inclusion across the business.

DIAGEO, CROWN ROYAL – CREATIVE BRAND MANAGER 12/2016 – 10/2018

Led the Brand's digital projects and optimized digital messaging across multiple channels for year-round campaigns. Owned the \$25MM creative budget and served as agent of change to define new art direction across the digital ecosystem.

- Led the development and implementation of digital content for the first NFL and Crown Royal partnership. Directed the development and execution of creative assets across on-site and retail sports partnerships' activations, including Super Bowl, Indy 500 and 23+ NFL and NBA teams.
- Spearheaded 1st virtual and augmented reality (VR/AR) project to build brand engagement across younger demographic by partnering with product, UX design and global teams.
- Married data and qualitative consumer behavior to champion big ideas and bold actions across the MKTG spectrum: brand, public relations, social media, performance marketing, analytics and sales.

NEWLINK GROUP – BRAND ACCOUNT EXECUTIVE 05/2013 – 09/2015

Managed Coca-Cola & ESPN US Hispanic PR innovation accounts, responsible for generating and maintaining momentum across PR initiatives within Brand strategy.

- Supported clients' 2014 World Cup PR experiential plan from creative ideation to on-site execution.
- Oversaw copywriting and implemented a consistent creative request process to ensure the timely delivery of dynamic content, on-brand collateral, earned media and AON.
- Worked cross-functionally and fostered collaboration across interdisciplinary teams to align communications and amplify Brand's messaging.

USAENE – MARKETING PROJECT MANAGER 05/2011 – 05/2013

Led brand transformation, new positioning and regional campaigns for LATAM.

- Oversaw and restructured \$50k marketing budget achieving a 35% ROI.
- Worked with international agency partners and internal teams to achieve proficient brand alignment, quality control and best practices under tight deadlines.
- Designed over 15 supporting brand assets using Adobe Creative Suite and oversaw full copywriting process.