

MAJI RAMI REZ

majiramirez.com/portfolio
majiramirez.com

majiramirez.career@gmail.com

305.409.96.14

By using data-infused creative direction, I lead creative teams in fast paced environments 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.

KAYAK – CREATIVE DIRECTOR 02 / 2019 – PRESENT

Developed and led multidisciplinary creative campaigns and teams throughout the entire creative life cycle by implementing innovative strategies and high output creative processes across LATAM, EMEA and US Hispanic. Fostered a collaborative, cross-functional approach involving product, design, copywriting, business affairs, engineering, marketing, and external vendors to effectively support business goals.

Led creative strategy

- Developed and implemented comprehensive, insights-based creative strategies aligned with the company's overall marketing goals and brand vision, achieving a +15% YoY brand awareness growth, +10% YoY TV response rate increase and a +5% CTR lift.
- Spearheaded seasonal campaigns aligned with emerging trends, technologies, and best practices across BTL, ATL, linear, digital, and social media platforms. Collaborated with performance marketing to develop creative optimization roadmaps, tracking KPIs across creative assets to effectively meet and optimize company objectives
- Partnered closely with Brand VPs to define creative frameworks for multiple global and local campaigns simultaneously, aligning on the scope of initiatives, budget, effective resource allocation, and ensuring timely deliverables.

Drove effective creative PM implementation and work-flows

- Led the structure of creative projects, progress and deadlines across different time zones and hemispheres, while setting key touch points with responsible POCs to communicate highlights, risks and possible mitigation approaches.
- Set up collaboration systems with designers, copywriters, illustrators, producers, developers, legal teams, and other key marketing partners to drive complex projects to completion. Sourced and managed diverse production partners to support work streams across all mediums
- Drove efficiently the creative development process, from agency vetting, brainstorming sessions to concept presentations, ensuring that ideas were innovative, on-brand, and aligned with marketing briefs. Provided clear direction and feedback to designers and other team members, guiding the development of visual assets that resonate with our target audience.

Fostered stakeholders relationships

- Collaborated closely with General Managers, Product, and Marketing VPs to develop and review strategies, outputs, and budgets in alignment with regional plans, while managing and prioritizing feedback from key stakeholders
- Led educational and on-boarding sessions with stakeholders, agencies and vendors on processes and guidelines for creative projects.
- Served as Chair Lead in Diversity Employee Resource group advocating diversity, equity, and inclusion across work, internal teams, and external partners to achieve highest levels of craftsmanship.

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

- Led all brand digital projects and optimized digital brand communication across multiple channels for year-round campaigns. Owned the \$15MM creative budget and served as agent of change to define new art direction across the digital ecosystem.
- Spearheaded 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.
- Partnered with senior business leaders to define how digital creative teams delivered against performance marketing objectives across segments and campaigns, providing a plan of action on how to achieve brand results.

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

- Managed Coca-Cola & ESPN US Hispanic PR innovation accounts. Responsible for generating and maintaining momentum for the PR aspects of the Brand strategy within agencies in the organization.
- Supported clients' 2014 World Cup PR experiential marketing 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 messaging. Provided creative oversight, guidance and direction for jr. creative across a variety of channels and product campaigns.

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

- Lead 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. Consistently evaluated the industry and beyond to ensure the delivery of leading edge, relevant and impactful creative approaches.

EDUCATION

BA Media Comms '11: Webster University

Digital Filmmaking '12: NY Film Academy

MBA '16: Hult International Business School