

MAJI RAMI REZ

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As an innovative Creative Director focused on partnerships, I specialize in crafting immersive, interactive campaigns that blend creativity, technology, and strategic insights. I lead creative cross-functional teams, internal and external stakeholders in order to align brand goals with captivating narratives, driving engagement and setting new standards to connect audiences.

EDUCATION

BA Media Comms '11: Webster University

Digital Filmmaking '12: NY Film Academy

MBA '16: Hult International Business School

KAYAK – CREATIVE DIRECTOR PARTNERSHIPS & BRAND 02 / 2019 – PRESENT

Developed Global Partnerships and Brand Campaigns, leading and inspiring cross-disciplinary creative teams, fostering a culture of innovation, collaboration, and excellence. Championed the adoption of emerging technologies and trends to enhance creative workflows and output, resulting in a +10% YoY CVR, +5% CTR, and a 10% increase in TVC response rates. Defined and communicated overarching creative strategies for immersive, data-driven campaigns elevating brand identity and captivated diverse audiences.

- **Integrated Storytelling and Business Goals:** Delivered high-profile projects that seamlessly blended storytelling with interactive platforms and technologies, including augmented reality, to drive significant business results (+3% MoM conversion rate and +5% CTR).
- **Led Creative Partnership Projects:** Spearheaded multidisciplinary initiatives with global brands, including Universal Pictures, DreamWorks, Nissan, Banana Boat, T-Mobile, and others. Aligned branding and storytelling with strategic business objectives to create interactive experiences across landing pages, TV, streaming, email, and social media.
- **Facilitated Cross-Functional Collaboration:** Developed and optimized complex creative processes for campaigns that included the product, engineering, and marketing teams, ensuring seamless integration of creative vision with technical execution.
- **Spearheaded Stakeholder Management:** Presented partnership-driven creative concepts and strategies to senior stakeholders and external partners. Refined creative direction based on feedback to ensure alignment with business objectives and maximize project impact.

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

Owned and managed a \$15MM creative budget, delivering transformative campaigns for high-profile sports partnerships including the Super Bowl, Indy 500, and NFL/NBA activations. Partnered with product and engineering teams to seamlessly integrate technical capabilities into creative outputs, elevating brand visibility and audience engagement.

- **Directed creative strategies:** Led digital, experiential and the first Virtual Reality campaign, aligned with Crown Royal's branding and strategic objectives. Developed immersive narratives and interactive designs that resonated with global audiences.
- **Developed creative frameworks:** Introduced creative performance measurement roadmaps to evaluate campaign effectiveness, driving improved brand consistency, recall, and engagement across digital ecosystems.
- **Led cross-functional collaboration:** Ensured technical and creative alignment, delivering projects that pushed the boundaries of interactive storytelling. Presented innovative concepts to stakeholders and partners, incorporating feedback to evolve creative direction and maintain alignment with business objectives.

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

Managed Coca-Cola and ESPN US Hispanic PR innovation accounts, driving alignment between brand strategy and creative execution.

- **Optimized cross-functional collaboration:** Established cohesive workflows across creative, PR, and marketing teams to maintain a unified brand voice, ensuring seamless integration of storytelling with strategic goals.
- **Delivered data-driven creative solutions:** Ensured all creative outputs aligned with client objectives, leveraging metrics to refine design and achieve maximum impact.
- **Fostered innovation in immersive projects:** Developed interactive PR campaigns that resonated with diverse audiences, enhancing brand visibility and engagement.

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

Led brand transformation and regional campaigns across LATAM, aligning marketing initiatives with organizational objectives to drive growth.

- **Achieved measurable ROI:** Restructured a \$50k marketing budget to achieve a 35% ROI, leveraging innovative campaign strategies and analytics for the energy industry.
- **Introduced cutting-edge creative practices:** Integrated emerging trends and technologies into campaign development, ensuring relevance and industry leadership.
- **Spearheaded brand innovation:** Designed and executed campaigns that positioned the brand as a market leader in the region, achieving enhanced visibility and audience engagement.