

MAJI RAMI REZ

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Data-driven Creative Director. Strategic thinker with a proven track record in leading and inspiring collaboration across internal and external multi-disciplinary teams, to execute best-in-class brand campaigns. Through data-infused strategic direction and digital design, I lead branding and retail product activations to support global business goals.

EDUCATION

MBA '16: Hult International Business School. **Digital Filmmaking '12:** NY Film Academy. **BA Media Comms '11:** Webster University.

KAYAK – CREATIVE DIRECTOR 02/2019 – Present

Defined the development and implementation of new creative brand strategy, positioning, messaging and tone of voice, across 8 Latin American countries (LATAM), Spain and Portugal.

Developed regional brand strategy

- Led the translation of top-level marketing priorities into a clear brand strategy, that used dynamic data-informed, customer-centric and insight-based content to develop efficient creative assets tailored for each media placement channel (Paid social, Display, OOH, TVC and PR) resulting in a 15% YoY brand awareness growth.

Led creative optimization through data

- Developed a creative optimization roadmap to drive customer acquisition and uncover brand insights, resulting in a 12% YoY TV response rate increase, and 10% click through rate lift.

Structured brand messaging

- Developed and implemented consistent and dynamic brand messaging across all products and platforms in 3 languages. Oversaw multi-regional brand expression and its execution across local markets.

Defined organizational structure

- Assessed regional and local creative teams to identify, scope and implement best hiring practices (including Agencies, Art Directors, Copywriters, Illustrators, UX Designers, Product Designers, Video Producers) in order to establish structures that maximized creative production.

Built strong senior stakeholder relationships

- Developed highly integrated and mutually beneficial cross-functional relationships with senior stakeholders and acted as a thought leader around creative culture.

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

Led digital branding projects including tone of voice, brand positioning, partnerships and UX to increase user acquisition by 10%. Owned the \$75MM digital creative budget and served as agent of change to define new art direction across all digital channels.

- Led development and implementation of video content for the first NFL and Crown Royal partnership. Directed 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 partner with product, UX designers and global teams.
- Married data and qualitative consumer behavior to develop the first multi-cultural influencer program to championing national activations.

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

Managed Coca-Cola & ESPN Hispanic PR innovation accounts. Responsible for generating and maintaining momentum for the PR aspects of 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 content.
- Worked cross-functionally and inspired collaboration across interdisciplinary teams to align communications that amplified brand's messaging among younger audience.

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

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

- Oversaw and restructured \$50k marketing budget and achieved 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.