

Brand & Partnership Management

Web: MajiRamirez.com LinkedIn: Maji Ramirez

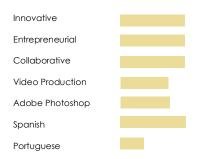
PROFILE

Energetic brand and partnership manager with over 8 years of experience. Highly regarded for identifying and executing strategic partnerships to increase consumer brand engagement.

Strengths:

- Brand Partnerships
- Event programming
- Consumer engagement

SKILLS



CONTACT



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(305) 409 9614



MajiRamirez.com

FUN FACTS



Travelled to 32 countries



Lived in 4 continents



Contemporary art lover

FDUCATION

Hult International Business School

10/2015 - 10/2016

Master in Business Administration

Webster University

08/2006 - 05/2011

BA Media Communications

New York Film Academy

01-05/2012

Digital Filmmaking Certification

ACHIEVEMENTS

Diageo, Crown Royal

- Developed and implemented Crown Royal in-culture partnership strategy, resulting in doubling editorial press coverage and \$500k of incremental revenue.
- Spearheaded first Crown Royal Flavors influencer year round community program, increasing multicultural brand awareness by 15%
- Planned and led execution of brand's creative assets across tent pole events programming including Super Bowl, Indy 500 and 23+ yearly NFL and NBA games

EXPERIENCE

Diageo

12/2016 - 10/2018

Brand Manager, Crown Royal

Led partnerships program and oversaw branding for 360 marketing plan

- Oversaw and developed partnership programs with lifestyle brands and artists through national workshops, events and presentations to strengthen consumer relations and brand awareness
- Fostered, maintained and grew existing relationships with in-culture partners and created new partnership opportunities through creative outreach efforts across the U.S.
- Supported integration strategies and developed online materials to educate regional market managers regarding the implementation of national marketing strategies

Newlink Group

Marketing Account Executive

10/2013 - 10/2015

Managed Coca-Cola & ESPN Hispanic partnership accounts

- Supported partnership initiative to bring Copa Coca-Cola to middle and high school students nationwide to highlight the value of having a strong sports presence in higher education scholarship applications
- Travelled across the country to promote 2014 World Cup PR experiential marketing plan from ideation to on-site execution through presentations, workshops and one-on-one sessions
- Created coaching and professional development programs for PNBAs passionate national brand ambassadors

USAENE

05/2012 - 10/2013

Marketing and Communications Project Manager

Led implementation of new marketing strategy for Latin America (LATAM)

- Oversaw and restructured \$50k marketing budget to achieve 35% ROI
- Worked with creative and web design agency to create new corporate image including the development of over 15 new design pieces
- Brought in new ideas and innovation from the portfolio platform on how to reach target market