

# Maji Ramirez

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

Innovative	<div></div>
Entrepreneurial	<div></div>
Collaborative	<div></div>
Video Production	<div></div>
Adobe Photoshop	<div></div>
Spanish	<div></div>
Portuguese	<div></div>

## CONTACT

	majiramirez.career@gmail.com
	(305) 409 9614
	MajiRamirez.com

## FUN FACTS

-  Travelled to 32 countries
-  Lived in 4 continents
-  Contemporary art lover

## EDUCATION

<b>Hult International Business School</b> 10/2015 – 10/2016	Master in Business Administration
<b>Webster University</b> 08/2006 – 05/2011	BA Media Communications
<b>New York Film Academy</b> 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 10/2013 – 10/2015

#### Marketing Account Executive

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