

JEANETTE CABRERA

7505 OLD CUTLER RD | CORAL GABLES, FL 33143 | 786 554 3370 | JC@MIAMIMARKETINGDIRECTOR.COM

MARKETING EXECUTIVE

STRATEGY / BRANDING / CREATIVE / ADVERTISING / PUBLIC RELATIONS / DIGITAL

OBJECTIVE

Marketing professional with progressive experience in branding, digital marketing, interactive strategy and communications. Accomplished at strategic planning, creative development, project management, and collaborating effectively with stakeholders, vendors and clients. Hands on experience across marketing channels with a passion for digital trends and innovation and a sound understanding of consumers, social media and brand.

KEY QUALIFICATIONS

- Over 15 years of marketing strategy and implementation experience, developing and managing channels, with luxury brands and multi-channel retailers
- Strong understanding and business application of branding, communications and marketing; Ability to create a holistic approach to represent a brand's mission and strategy
- Ability to set performance goals, KPIs and analyze digital metrics across online channels; experience with analytical tools
- Knowledge, deep interest, and informed point of view regarding user design & experience, evolving tools, platforms and technologies in the digital and social space
- Proven experience in collaborating with other operating departments to advance business success; strong interpersonal, influence and presentation skills
- Experience leading, directing, negotiating and overseeing agencies and internal creative departments
- Ability to juggle multiple projects, meet deadlines and work well with multiple stakeholders in a cross-functional and results sharing environment
- A self-starter who is highly organized, highly accountable and enjoys working in a fast paced environment in a fun, teamwork-oriented company

PROFESSIONAL EXPERIENCE

MIDTOWN CREATIVE | Vice President, Digital & Integrated Marketing, 2009 – present

Responsible for the successful development and management of marketing strategies for client brands. Lead the design of insight driven marketing strategies and targeted multi-channel marketing programs for clients to help them successfully build profitable, long-term relationships with their customers. Partnered with creative, interaction designers, developers, IT, external agencies and vendors to define requirements and implementation plans to execute print collateral as well as web, mobile and social experiences. Contributed to or lead new business development, recruiting, team skill development, digital 'evangelization' and thought leadership.

HIGHLIGHTS OF CLIENT ASSIGNMENTS

DOUGLAS ELLIMAN REAL ESTATE | Marketing Director, Development Marketing

Direction of all branding and marketing efforts for new properties by leading real estate developers, from project conception to sales and marketing execution, including product development, positioning strategy, collateral, sales office development, public relations, advertising and digital efforts. Overseeing branding for Douglas Elliman's portfolio of luxury condominium properties in South Florida, including all marketing strategy from positioning and materials to on-site and online presence, advertising and interactive.

PARK GROVE | Terra Group / Related Group

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PROFESSIONAL EXPERIENCE (CON'T)

HIGHLIGHTS OF CLIENT ASSIGNMENTS (CON'T)

BRIDGER CONWAY | Group Account Director, New Business Development Director

Responsible for managing the agency's lead Clients. Consistently ensure a strong healthy Client/Agency relationship by building and maintaining effective relationships both internally and across the multiple stakeholders and Client divisions. Foster inter-agency relationships and ensure seamless integrated thinking and delivery. Oversee concept and manage execution of all marketing, advertising and public relations endeavors to align with target audience; includes providing direction to advertising/design, media placement and PR firms. Identify and pursue cross-promotional opportunities to expand awareness and project exposure. Act as liaison with in-house operations and external marketing teams to ensure marketing consistency and brand alignment. Oversee the design, production and maintenance of all marketing collateral.

OCEANA BAL HARBOUR | Consultatio Real Estate
JADE SIGNATURE | Fortune International Realty

ENGEL & VÖLKERS MIAMI | Vice President, Marketing

Integrated marketing business practices throughout the organization, leveraging content, programs and campaigns. Lead strategy and planning for all EV Miami digital properties (websites, microsites, mobile/apps, email, social media) and execution (design & development) of the next generation EV Miami website. Managed all visual aspects of the brand, ensuring consistency throughout all channels (print collateral, signage, advertising, promotional material, digital). Implemented monthly integrated and refreshed content, messaging, press relations and communications across digital properties, aligned to business objectives across stakeholders and business leads.

ACCELLER | Marketing Director, 2009

Strategic role in building company brand awareness and elevate digital branding & marketing opportunities offered to their vendors and clients.

REPUBLICA | Digital Director, 2008 – 2009

Served as interactive department head, developing cross-channel and cross-cultural recommendations to enhance digital & social brand relationships for and with agency clients. Provided strategic direction, oversight, and budget management of agency partners and vendors.

MIDTOWN CREATIVE | Vice President, Marketing, 2000 – 2008

Partnered with Creative, Interaction Designers, Developers, IT, and external agencies and vendors to define requirements and implementation plans to execute print collateral as well as web, mobile and social experiences.

HIGHLIGHTS OF CLIENT ASSIGNMENTS

J&C TROPICALS | Vice President, Marketing

Lead the development & execution of marketing strategies within US Hispanic consumer markets and large retailers. Responsible for redesigning the company website, corporate collateral and product marketing materials. Developed yearly marketing plans, financial forecasts & budgets. Responsible for the ideation, creation, management and measurement of all promotional initiatives including online marketing and advertising, direct and e-mail marketing, events & trade shows, promotions and press relations.

SMALL LUXURY HOTELS OF THE WORLD | Digital Strategist

Performed detailed evaluation of client business environment including customer needs, capabilities/assets, and competitive realities to identify unique market opportunities and threats. Conceptualized and created a custom-built photo contest

AXIS 360 | Interactive Art Director, 1998 – 2000 (NJ/NYC)

Creative strategy & production – agency-side / digital lead. Created interactive projects for Panasonic, Novartis and Citigroup.

BATES ADVERTISING | Senior Art Director, 1996 – 1998 (NYC)

Creative strategy & production – agency-side. Created print and television campaigns for Estee Lauder, Lucky Brand and Kinney Shoes.

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EDUCATION

UNIVERSITY OF MIAMI 1991-1995 (Yes, I bleed orange and green)

Major: Psychology, Double Minor: Art History & Creative Writing. Mostly educated by life & professional experience.

TECHNICAL SKILLS

Adobe CS6, iWork, MS Office, HTML/CSS, WordPress, Google Analytics, Site Catalyst, Webtrends, comScore, Vocus, Social Media Management & Analytics - Facebook Insights, Twitter Analytics, LinkedIn Analytics, Instagram Nitrogram, Pinterest Pinreach, Vine / You Tube Simply Measured.

LINKEDIN PROFILE

WWW.LINKEDIN.COM/IN/JEANETTECABRERA