



Omar Ramirez

Creative Brand Management & Marketing Direction



Personal Intro & Arktura Marketing Spotlight

Select Campaigns 2016 - 2024

■ Introduction



Omar Ramirez

Marketing & Brand Design Leader
Creative, Strategic, Results-Driven

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*Connecting brands with audiences
through a blend of strategy and creativity*

Hello! I am a Los Angeles area native and a Marketing & Brand Management professional, with over 15 years of hands-on hand on cross-funtional experience leading creative production and collaboratively driving results to meet the unique needs of clients and businesses.

Throughout my career, I have helped greatly increase revenuse, while developing teams, shaping creative direction, and fostering brand growth. I have built impactful campaigns and user experiences while tapping into a multidisciplinary background and approach. Through this I have had the privilege of collaborating with high profile clients such as Hyundai, AT&T, 20th Century Studios, Disney, Warner Brothers, and others.

I excel in working with and leading teams to build brands, successfully launch products, deploy effective promotions and advertising campaigns, and generally optimize for success. I understand the creative process from years of hands on work. And as an analytical problem solver, I excel in identifying business challenges and implementing solutions that contribute to increased sales pipelines and revenues.

I believe in the power of collaboration and would love the opportunity to discuss how my skills and experience can be an asset to your team and business goals. Let's explore ways we can achieve success together.

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Experience & Training at a Glance

See full resume on [page 20](#)

Experience Summary

Marketing & design leader with 15+ years in strategic brand management, creative direction, and digital media. Successfully led global campaigns driving revenue growth through innovative marketing strategies. Proven track record in team management, product launches, and problem-solving to enhance sales pipelines and optimize brand performance - most recently at Arktura.

Education

Master of Business Administration (MBA), Marketing and Strategy

The Paul Merage School of Business,
University of California, Irvine

Irvine, CA  THE PAUL MERAGE SCHOOL OF BUSINESS

Bachelor of Arts, Design | Media Arts

University of California, Los Angeles

Los Angeles, CA 

Major Achievements

- Led Arktura marketing efforts through period of over 5x revenue growth that attracted \$120 million+ acquisition of Arktura by multi-billion-dollar Armstrong Worldwide Industries in December 2020
- Headed creative & technical execution of Arktura brand refresh, including overhaul of arktura.com, collateral, and socials, repositioning company and contributing to increased traffic, leads, and revenues.
- Led the development of a multidisciplinary Arktura marketing team from the ground up to 13+ members while managing vendors
- Proven track record of achieving successful outcomes in roles spanning both agency and corporate environments, leading internal creative teams and agency partners.

Past Clients Served Include



See Samples of Previous Work @ omarramirez.net

Select Highlights at Arktura



MARKETING EFFORTS CONTRIBUTED TO
10X+ INCREASE
IN LEADS & REVENUES



GROWTH & BRAND EFFORTS ATTRACTED
\$120+ MILLION
ACQUISITION
BY ARMSTRONG WORLD INDUSTRIES

LED LAUNCHES & REVISIONS FOR
120+
PRODUCTS & LINES



STARTING AS THE FIRST MARKETING HIRE
BUILT 13+ PERSON
MULTINATIONAL
MULTI-FUNCTIONAL
MARKETING TEAM



OVERHAULED
VISUAL IDENTITY
COLLATERAL + WEB UX/UI



BUILT 25K+
SOCIAL MEDIA
FOLLOWING

BUILT BRAND
INTERNALLY &
EXTERNALLY

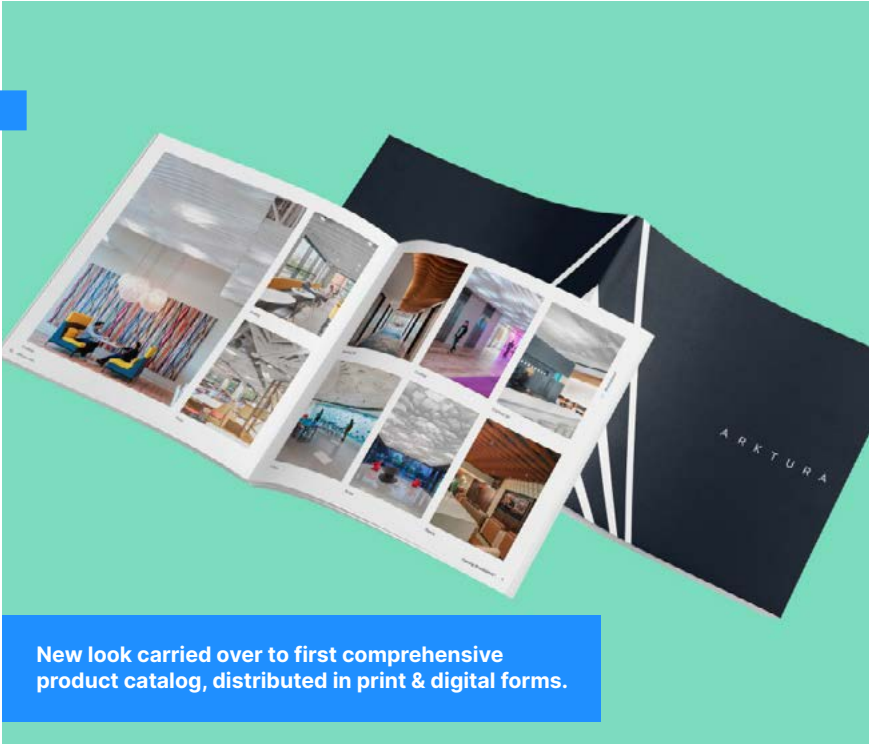
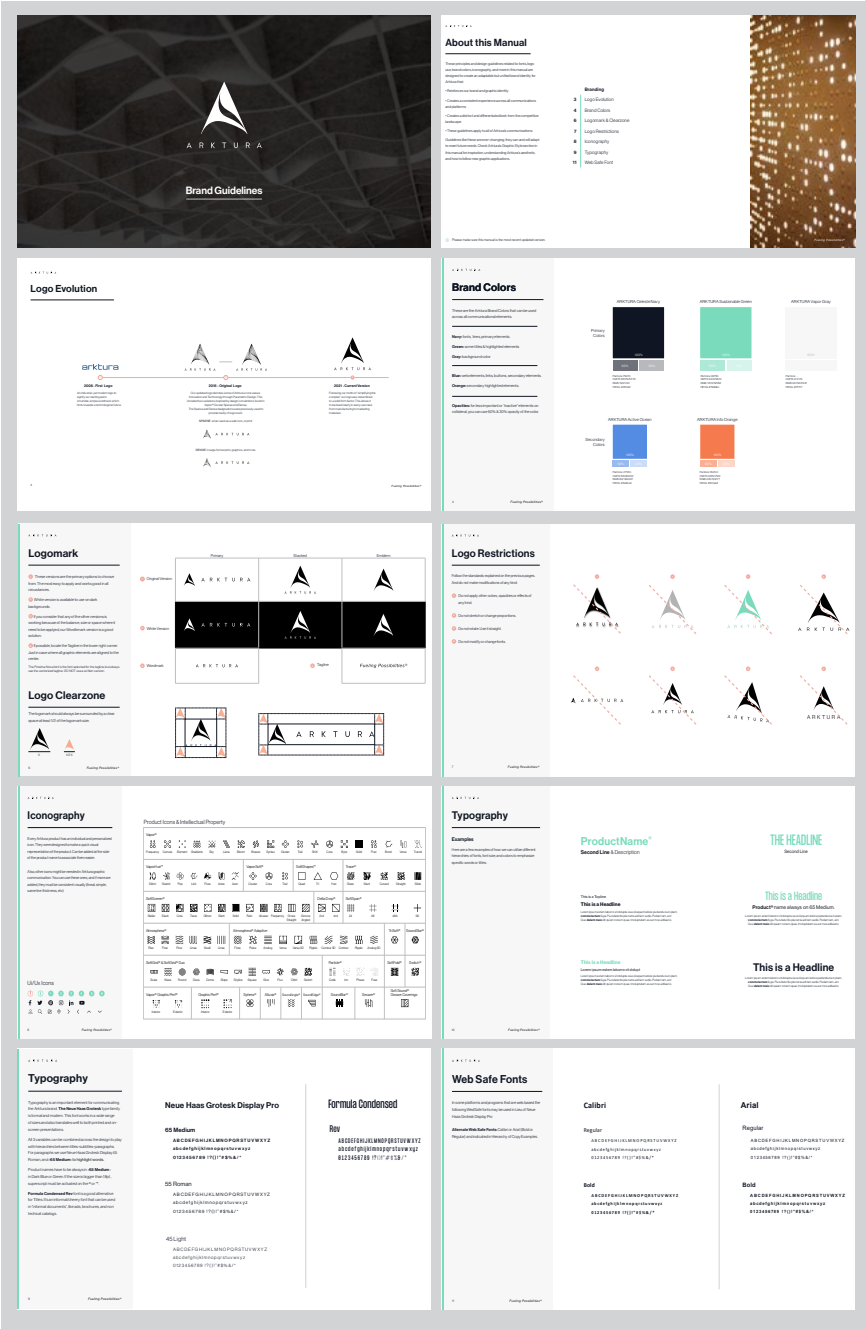


INSTRUMENTAL IN ESTABLISHING NEW
GLOBAL OFFICES
EUROPE & LATIN AMERICA

Brand Identity & Collateral

Brand Refresh & Guidelines Definition

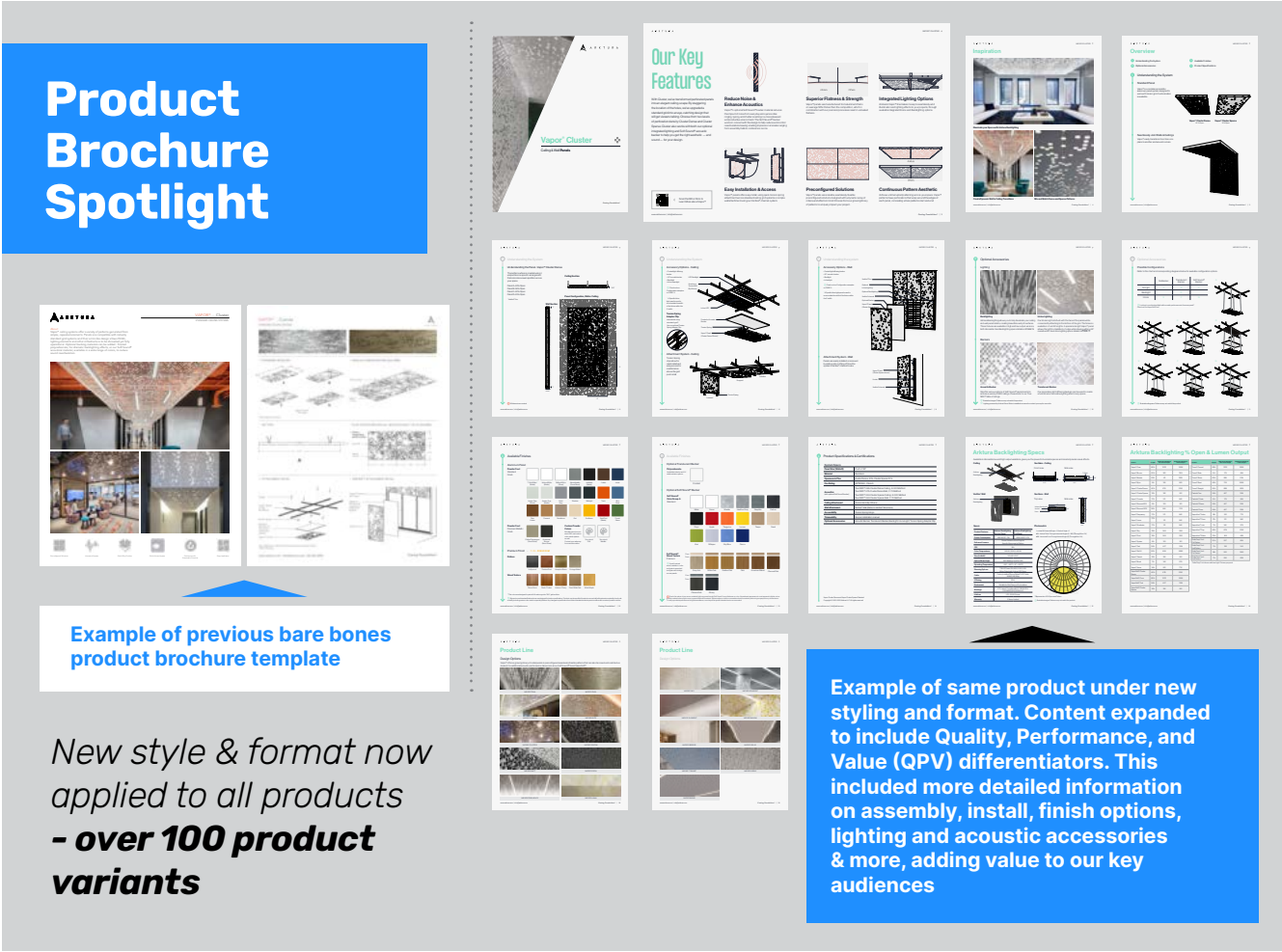
I oversaw a visual identity overhaul starting in 2019 that affected all touchpoints for Arktura, and resulted in the first comprehensive set of brand guidelines for the company.



New look carried over to first comprehensive product catalog, distributed in print & digital forms.

Collateral Redesign

One key area affected by the brand refresh was product collateral. I led the graphics team in establishing new templates and oversaw the production of brochures and spec sheets for 100+ products. We expanded the breadth and depth of information housed in collateral as well, requiring close coordination with the product dev, engineering, and sales, while also assuring buy-in from the founding partners. Everything was tailored to needs of our audience.

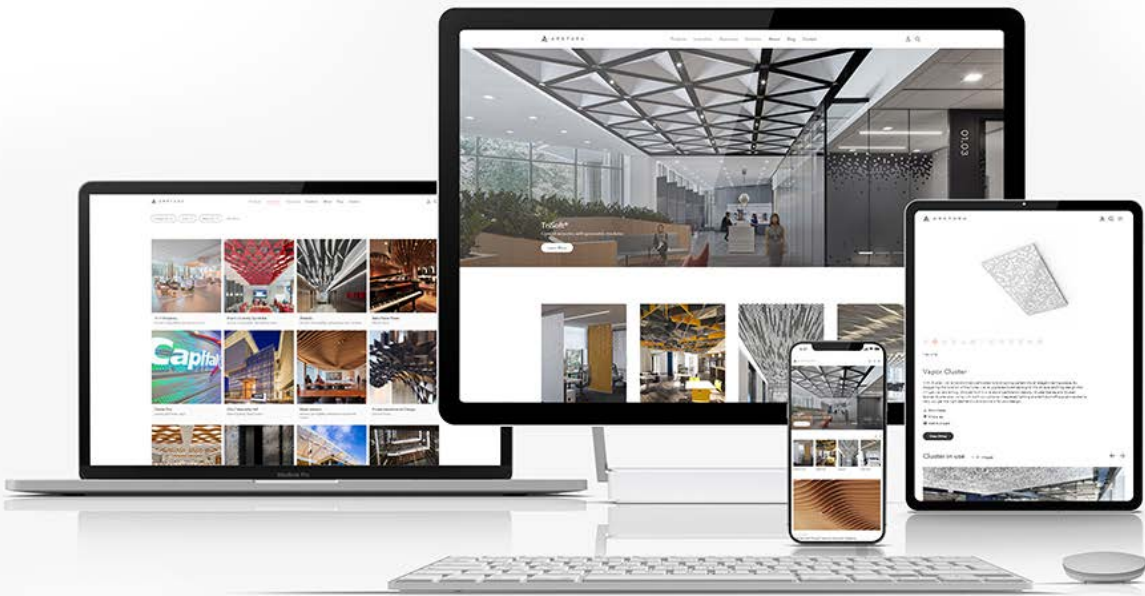


Product Brochure Spotlight

Example of previous bare bones product brochure template

New style & format now applied to all products - over 100 product variants

Example of same product under new styling and format. Content expanded to include Quality, Performance, and Value (QPV) differentiators. This included more detailed information on assembly, install, finish options, lighting and acoustic accessories & more, adding value to our key audiences



The new face of Arktura.com

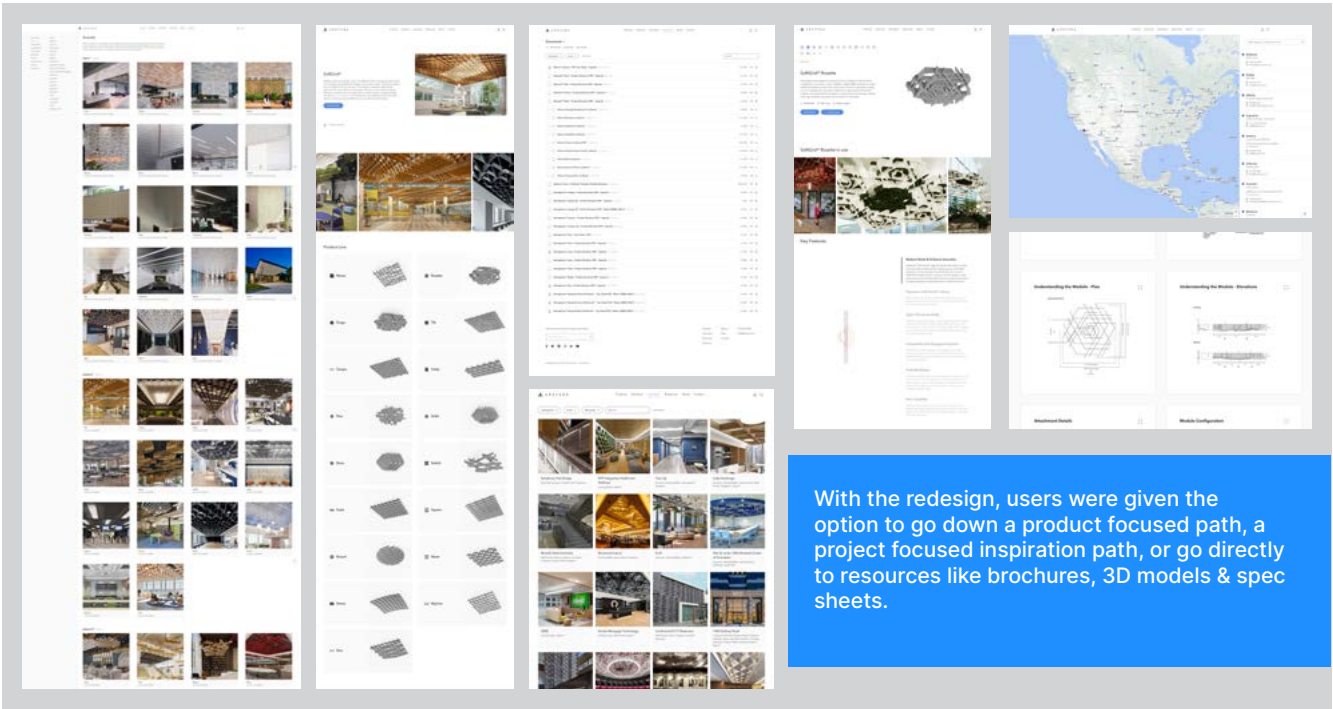


UI/UX & Website Experience

Relaunch & Ongoing Improvement of Arktura.com

Also coinciding with the refresh of Arktura’s visual identity & collateral was an overhaul of Arktura’s website, Arktura.com. I oversaw this project, working closely with an outside development partner, and getting hands-on with design direction, wire-frames, and mock-ups throughout the process. It was a large undertaking that paid huge dividends.

The update was not just aesthetic, but also included a massive expansion of information, including technical product diagram and specifications, QPVs (quality, performance, and value points), and a reorganization of strategy. Whereas Arktura had established an early reputation as a custom manufacturer, we were now seeking to establish a foothold in standard architectural products. Revised content, UI/UX, and messaging of the site were key in establishing Arktura as the leader in preconfigured architectural systems it is today.

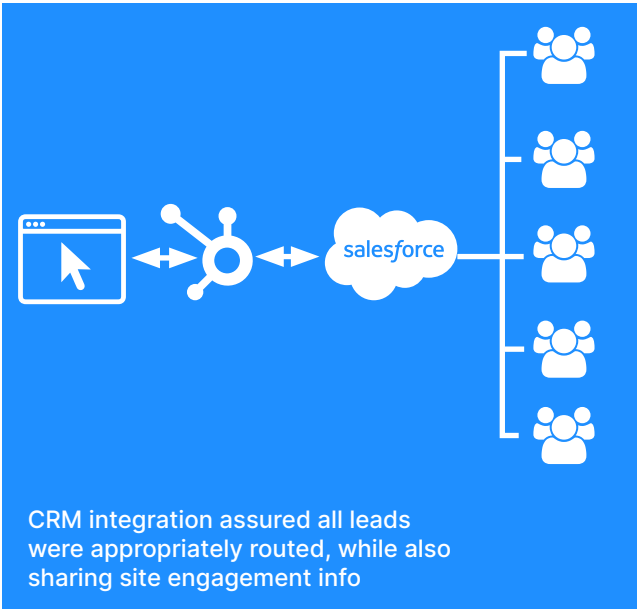
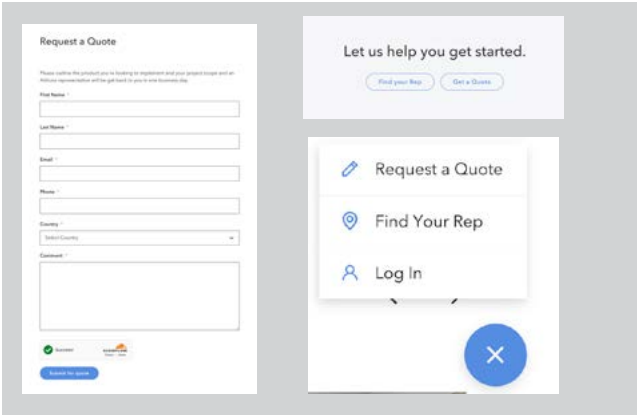


Driving Engagement & Conversions

The new website experience was designed to achieve many goals, including increasing engagement and conversions, chiefly in the form of lead generation. It was greatly successful in achieving both.

Increased session durations and on site interactions were fueled by the new more user-friendly UI, the increase in product information and functionality, and the expanded incorporation of dynamic video content. The site also saw a massive increase in captured leads, in the form of more registrations for gated content, and through the addition of new conversion points, including quote request functionality. I oversaw form integration into our Salesforce CRM and marketing automation platforms (Hubspot and Pardot) to assure all leads were automatically routed to the right independent sales rep by geography.

We also integrated our marketing automation platforms into the site to allow us to record, score, and report site interactions by registered user. This was shared with sales reps, providing valuable insights on current and prospective clients to inform outreach.



CRM integration assured all leads were appropriately routed, while also sharing site engagement info

Print Ad Spotlight

The ads to the right are a small sampling of the over 100 print ads I developed for Arktura. These are among a few that have gained advertising excellence award recognitions throughout the years.



Winners: 2023 Architectural Record Advertising Excellence Awards
Best in Class Single Page (Individually), Best in Class Campaign (Together)



Advertising - Print & Digital

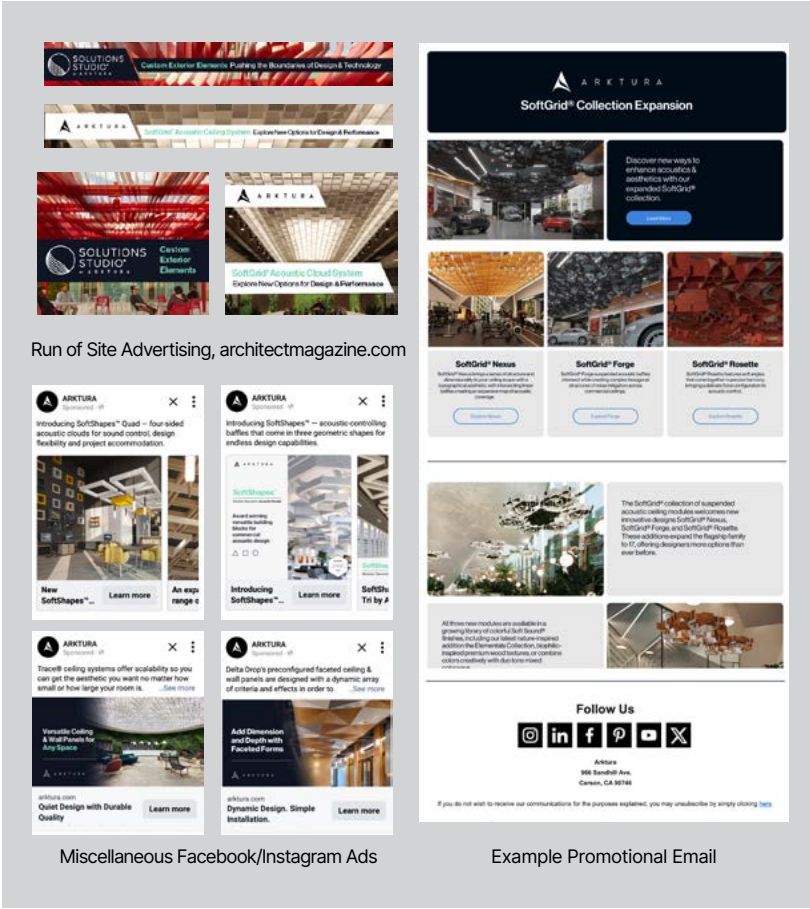
Establishing Arktura's Advertising Presence

As a company needing to get its footing in the industry, I was tasked early on with establishing Arktura's ad presence across a targeted cross-section of leading architecture and design outlets, including Architectural Record, Interior Design, Architect's Newspaper, Architect Magazine, and Azure (to support our growth in Canada).

I oversaw rate negotiations and budget tracking, and personally executed the design, messaging, and deliverables for over 100 print ads from 2016 through 2023, working closely with the founding partners. These efforts extended organically into PR, as we worked to establish relationships with go-to channels for our key audiences.



Owned, Earned, & Paid Channels



Digital Advertising

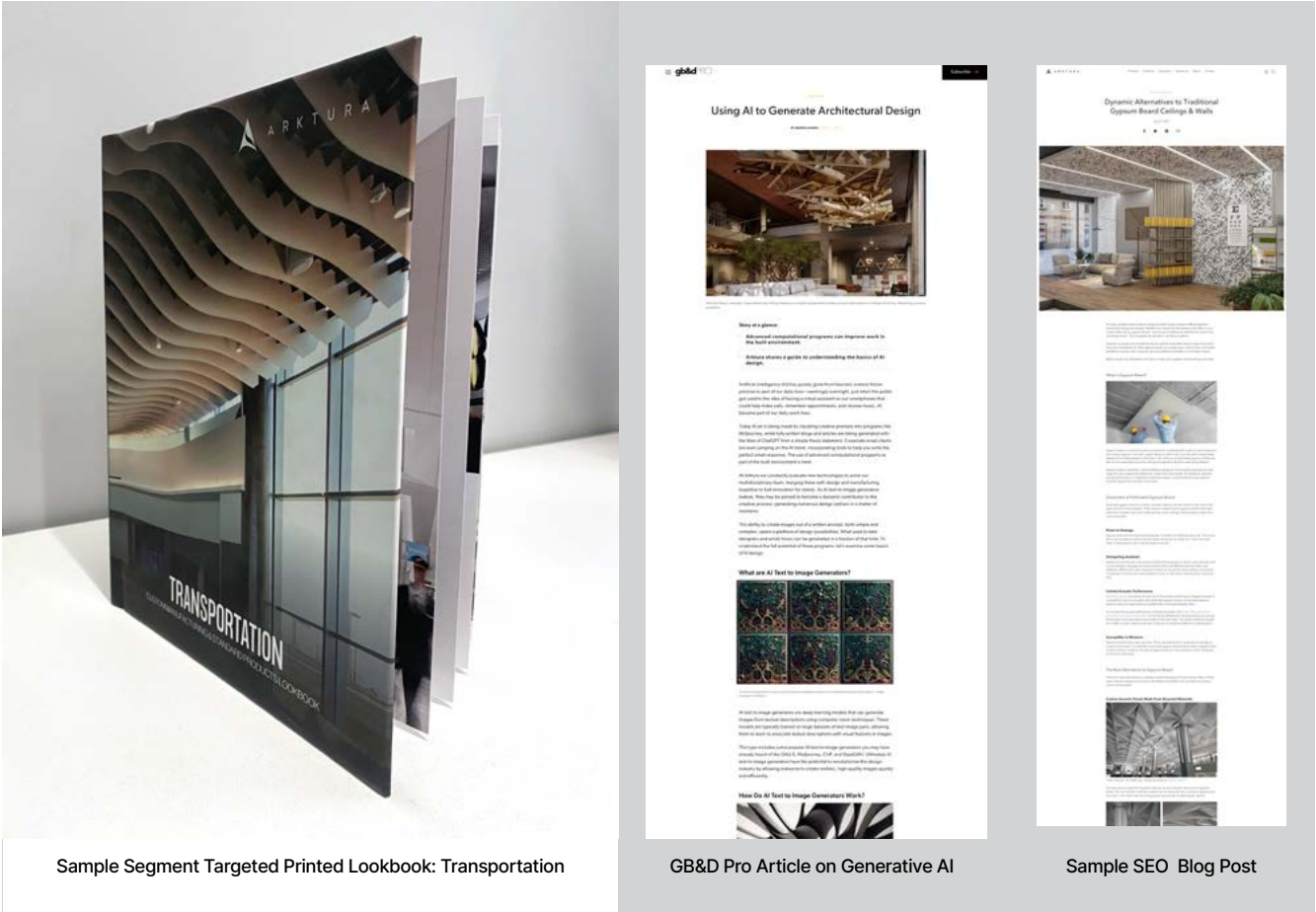
I worked with both agency partners and internal teams to create and deploy a number of digital campaigns, spanning Google search advertising, display advertising on social channels like Pinterest, Facebook, Instagram, and YouTube.

Emails deployed via our marketing automation platforms were also a key part of our overall digital strategy. Working with our in-house analyst, we tracked performance, to uncover ways to optimize campaigns to increase ROI, shifting spends and resources to help advance company and department goals.

PR & Awards

PR was another key component of our overall marketing strategy. I oversaw the creation of templates for product release press releases, and their ongoing promotion to support product launches. Additionally, I led efforts tied to award submissions, successfully entering Arktura, its products, and project into a number of high profile awards programs, resulting in dozens of wins starting from my first month onboard. We have since gained recognitions from the likes of all the aforementioned trade publications, as well as Architizer, CISCA, and more. All came with editorial coverage, and were leveraged in promotions on arktura.com and Arktura's socials.





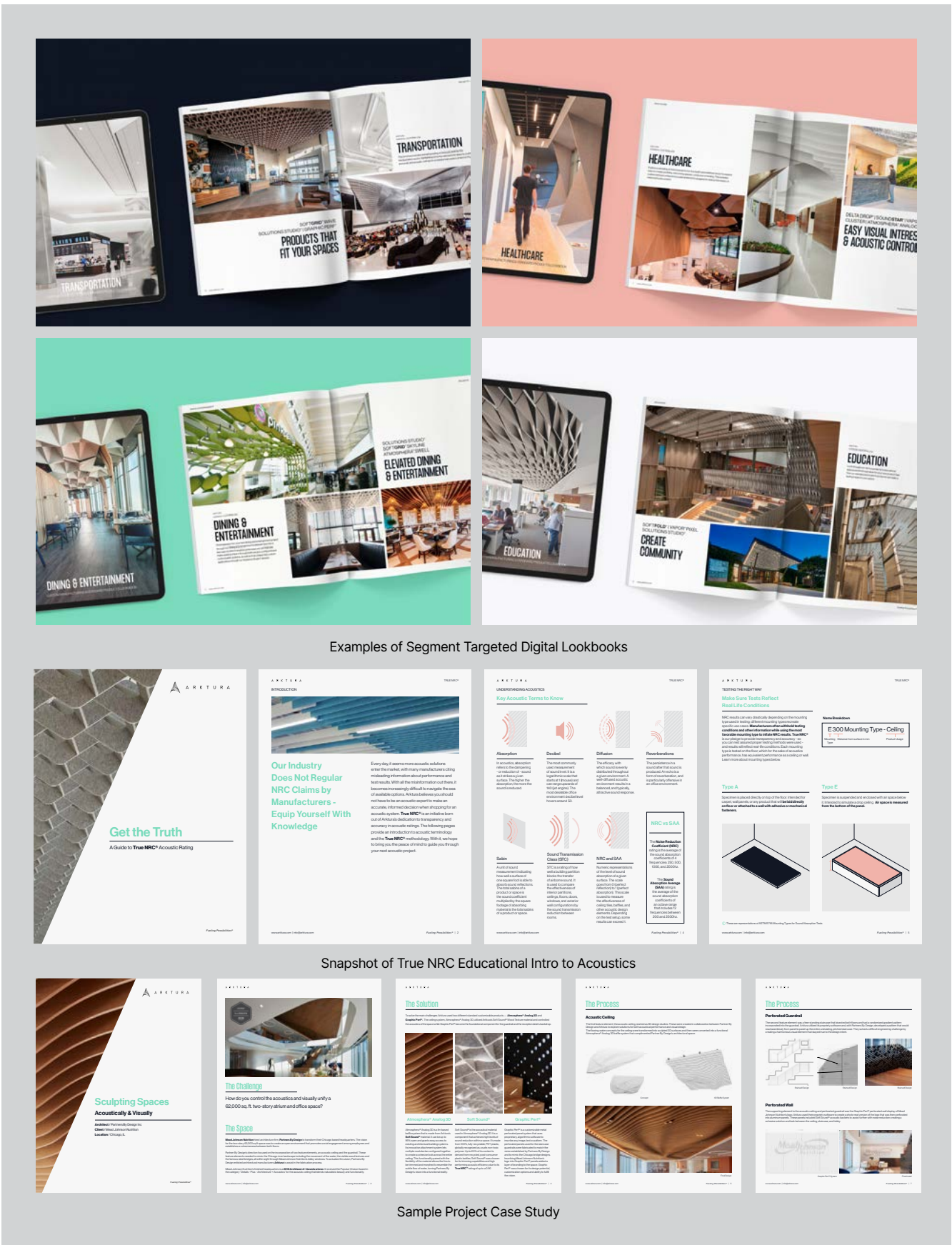
Targeted Content

Educational & Inspirational Content

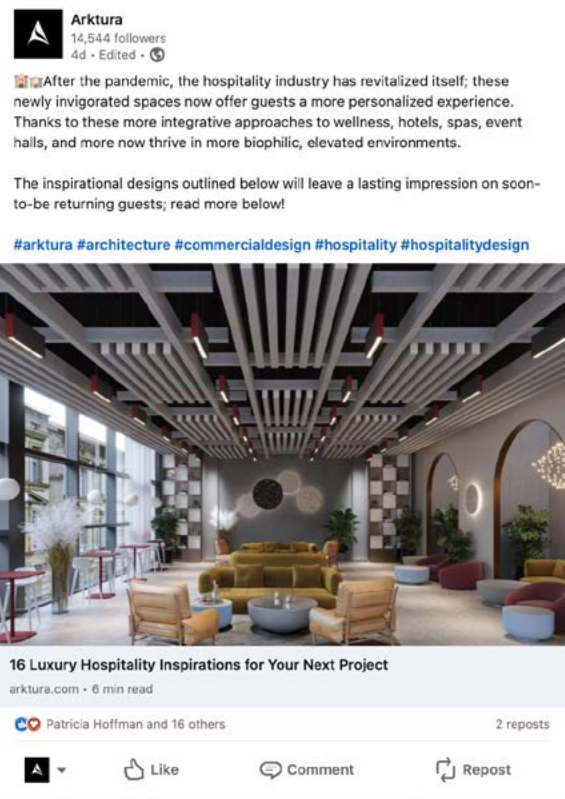
To help fuel targeted promotions and efforts from the sales team, I oversaw the creation of several targeted content offers and pieces of collateral. Among these was a brochure supporting our True NRC initiative, which explained the ways acoustic testing can be distorted, establishing us as a leader in transparency. We also produced several industry and application specific lookbooks, offering case studies to both inform and inspire our key audience of designer and architects.

An expansion of SEO content in the form of blogs, which I oversaw first through an outside partner, then internally, also aligned with the redesign of arktura.com. These hit on a range of key topics aligning with searches by our key audiences, contributing both to increases in engagement and ongoing growth in organic traffic.

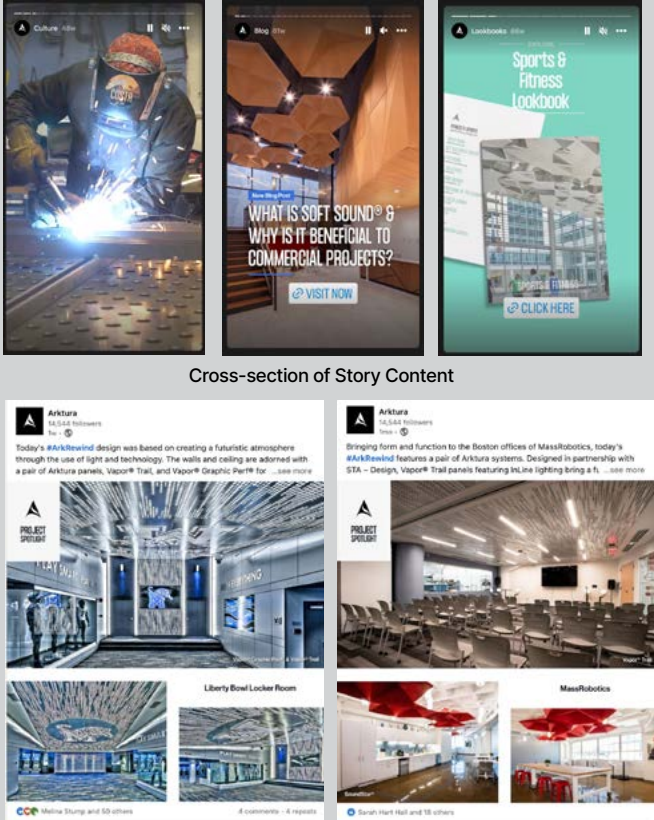
In addition to that, we also partnered with outlets like GB&D Pro to publish and promote thought leadership pieces on various industry topics.



Social Media



Example Social Post Leveraging Blog Content

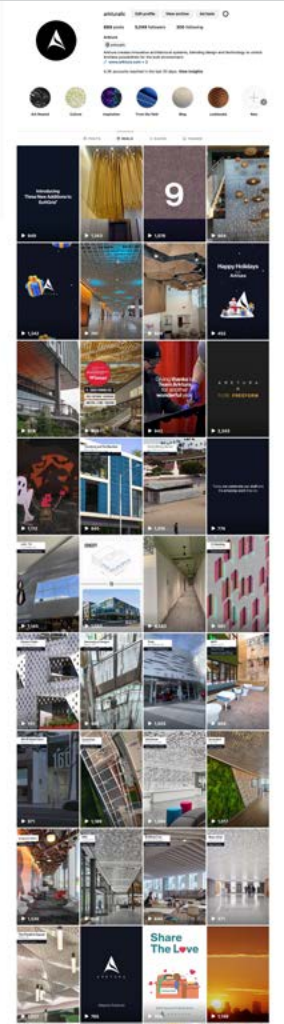


Example Project Spotlights

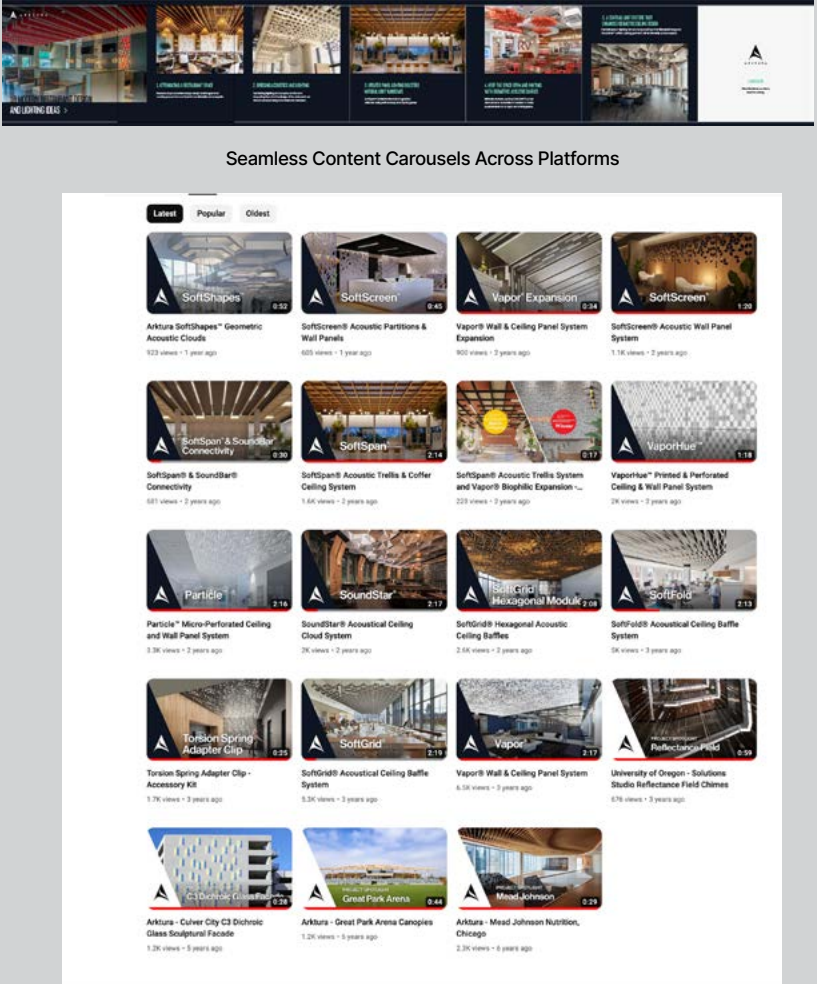


Enriching the Brand Experience

Prior to my joining Arktura, the company had a small and sporadic social media presence. Under my supervision, our team was able to increase to a daily cadence and grow our following and engagement rates across networks, resulting in a net gain of over 25,000 followers across channels. We did this in part by maximizing our usage of other content, including blog posts and video, introducing it to new audiences along the way.



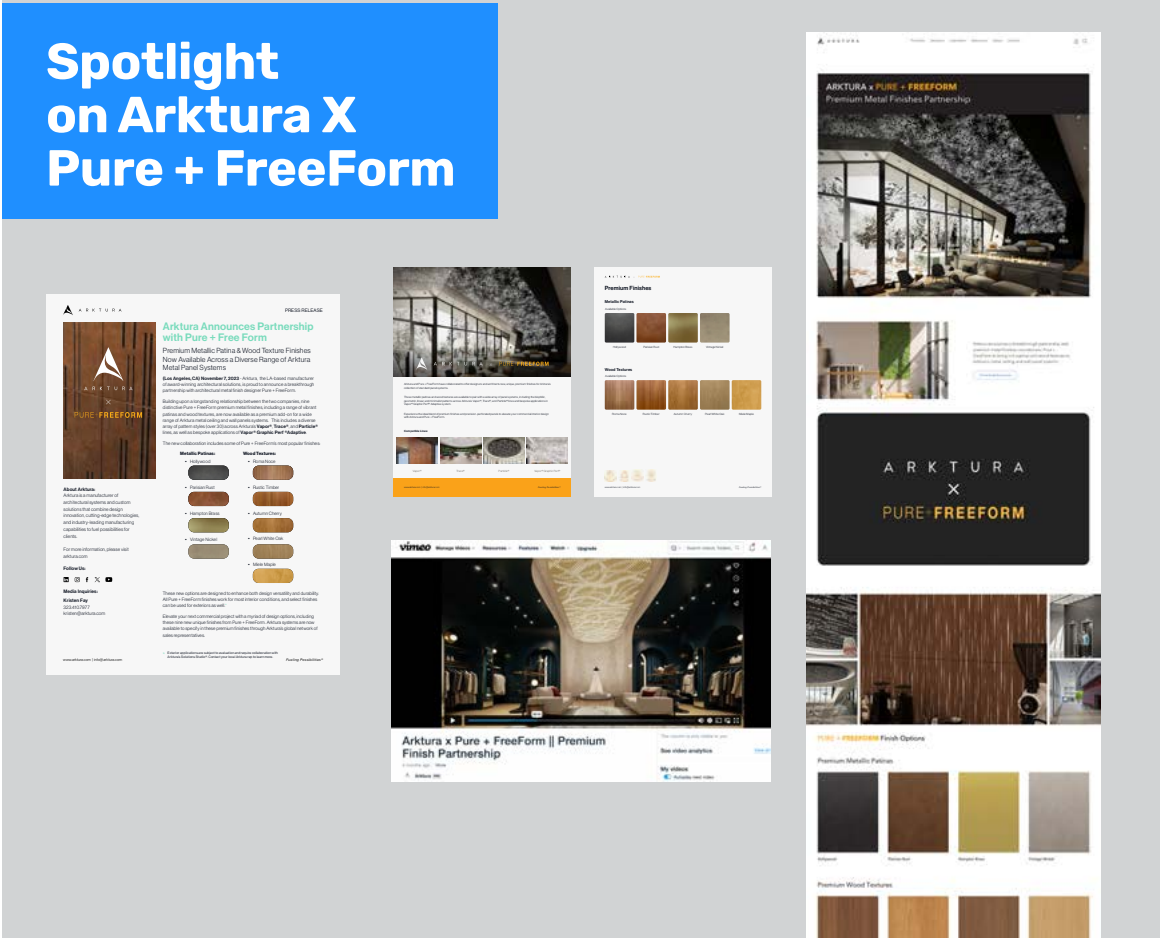
Growing Library of Reels



Growing Library of Videos

Diversifying Content and Engagement

Increasing our cadence, while important, was not our only goal – we had to increase our volume while maintaining a focus on quality and the needs our brand. Through collaborative leadership of the team I was able to help introduce new forms of content, leveraging diverse content and capabilities like reels, stories, and polls. We developed new campaigns and found creative ways to leverage work from other efforts, including blog content and product and project video, to help increase engagement among our staff, reps, and current and prospective clients, and expand our audience.



Brand Partnerships

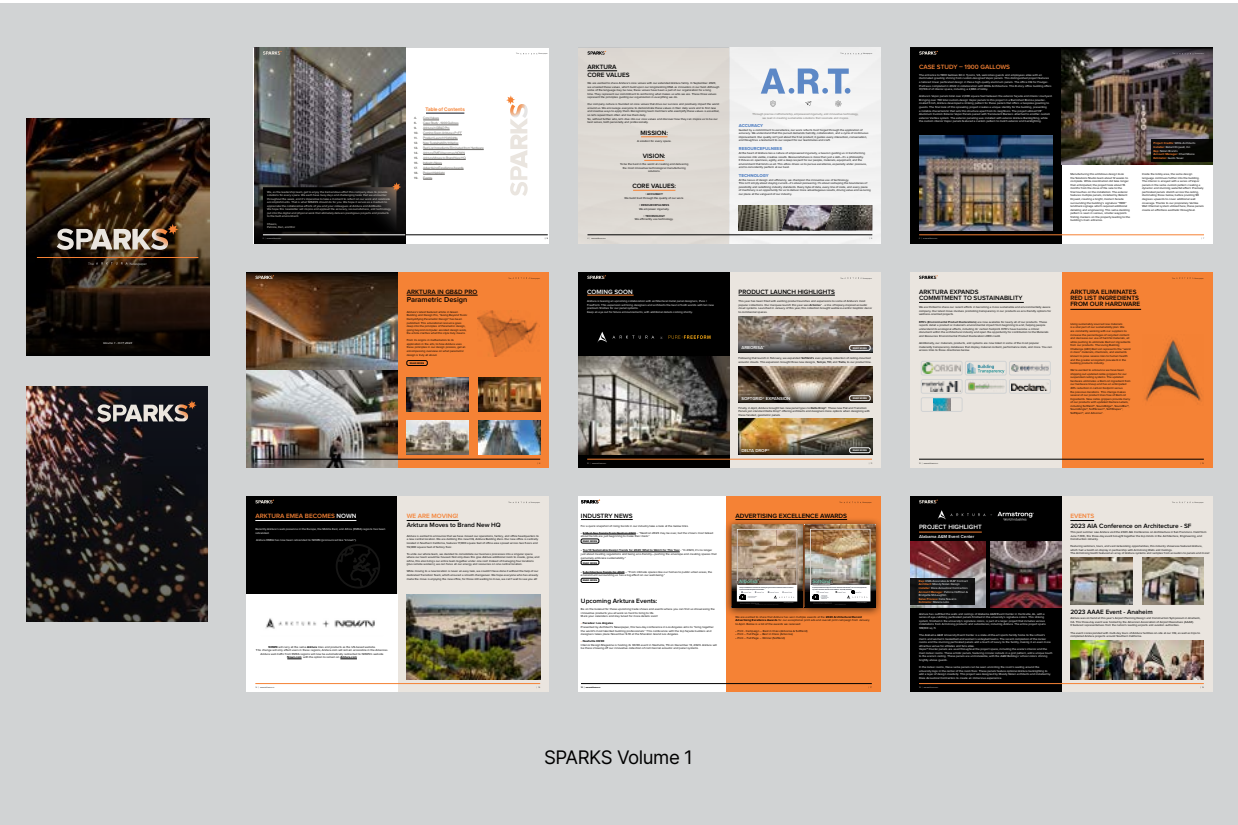
Building Alignment Across Organizations

Alignment is important for any successful partnership. Arktura's first big entrance into the world of cross brand promotions came with introduction Pure + FreeForm premium metal finishes as options across an array of preconfigured panel systems. I was a key point person in building alignment and getting buy-in as collateral and promotions were developed. Our collective efforts resulted in an award-winning (Architectural Record, 2023 Record Products) product intro, that has been successful for both brands.

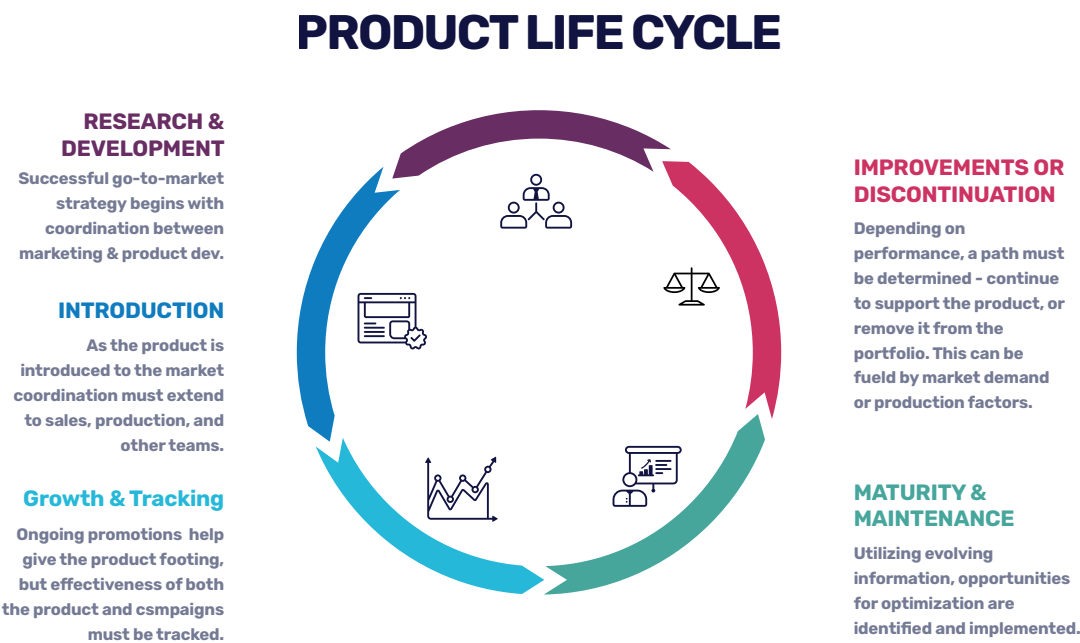
Internal Communications & Brand Building

Establishing Arktura's Brand & Culture

Assisting with internal communications and brand building was always a function of the marketing team. This included communications with our independent rep network, and messaging and signage across the factory and offices. As the company grew, it became more important to communicate core values and key wins. To assist with this, we launched SPARKS, a quarterly e-magazine for reps and employees.



SPARKS Volume 1



Product Life Cycle Management

Go-to-Market Strategy & Beyond

One area where all areas of marketing come together is product launches, and through my tenure I have been involved in all aspects. I have successly brought products to market through close collaboration with product development, product naming, legal engineering, sales, quoting, production, customer service, and samples teams. This is on top of close coordination among all marketing capabilities, including copywriting, graphic design, web development, soocial planning, and video. Alignment is needed not just to assure accuracy of collateral and promotional materials, but also the overall effectiveness of a product rollout.

The work does not end there though. It is importantant to track the success of launches, make improvements where possible in reaction to data from the field, and know when to pull the plug with a product discontinuation. My team and I have provided support in all these stages, formulating communications and adjusting collateral along the way.



3D Visualization

Bringing Products to Life Through Renders

As head of marketing I was also spearheaded the development of Arktura's 3D visualization team, leading its inception and growth, starting with a single freelancer to four fulltime visualization artists. Visualizations were and remain an essential element in Arktura's ability to bring new arhitectural products to market, with products often existing in mock-up form at the time of lauch. I tapped into my own past history with visualization in leading the team's early development. Over time we found clear increases in sales linked to the team's visualizations, including many requests for some of the specific color combinations we chose to represent in scenes. Direction for scenes increasingly became driven by markt research and sales team feedback to promote targeted growth in key market segments.

OMAR RAMIREZ - RESUME

Marketing & Brand Design Leader | MBA Creative, Strategic, Results-Driven

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www.linkedin.com/in/omarramirez/

Long Beach, CA

SUMMARY

Strategic results-driven MBA-certified Marketing & Brand Management leader with 15+ years of hands-on experience delivering large-scale marketing services. Accomplished in creative direction, brand development, campaign planning, UI/UX design, digital media, and cross-functional team management. Proven track record with global clients such as Hyundai, AT&T, 20th Century Studios, Disney, Warner Brothers, and more. Expertise in creative development, marketing strategy, and leading and developing teams for successful product launches, advertising campaigns, and brand optimization. Analytical problem solver with strong communication skills, adept at identifying business challenges and implementing effective solutions to increase sales pipelines and revenues.

EXPERIENCE

Director | Marketing

Arktura - www.arktura.com

08/2016 - Present

Carson, CA

Lead marketing strategy, messaging, content creation, and campaigns across channels, including website product pages, information and news sections, sales presentations, collateral, ads, social media, and email campaigns. Direct the planning and execution of marketing initiatives and touchpoints to support in-house sales teams and over 30 domestic and global independent rep groups.

- Starting as the first marketing hire, worked directly with founding partners to build marketing presence and positioning of brand
- Led the development of the marketing team from one to now 13 members encompassing graphic design, copywriting, licensing, social media, video, 3D visualization, and print and digital promotions.
- Consistently accelerated lead generation and sales for Arktura YOY through combination of site updates, original content, print ads, email, and social media campaigns, editorial PR coordination, and collateral.
- Collaborated across divisions, including engineering, product development, architecture, sales, and project management to bring products to market & develop collateral and promotional content
- Led go-to-market strategy and execution for 50 product launches and ongoing marketing promotions for flagship Arktura lines, resulting in annual lead generation & revenue growth of over 7X across tenure, including a doubling in first year
- Led Arktura marketing efforts through period of growth that attracted \$120 million+ acquisition of Arktura by multi-billion-dollar Armstrong Worldwide Industries in December 2020
- Headed art direction & technical execution of Arktura brand refresh in 2020 including overhaul of Arktura product collateral and website (arktura.com) and social media channels, contributing to increased revenue growth & lead generation
- Oversee expense planning and tracking for a \$600K+ annual budget, working to track and maximize ROI on expenses
- Established industry standing with advertising & PR efforts in trade publications including Architectural Record, Interior Design, Metropolis, Azure, Architect, CISCA, GB&D Pro, & Contract, gaining editorial and numerous award win honors
- Led the adoption, implementation, and management of marketing automation tools HubSpot and Pardot/Account Engagement, integrating these with Salesforce to optimize lead pipelines for sales teams, contributing to increased revenues

EDUCATION

Master of Business Administration (MBA), Marketing and Strategy
The Paul Merage School of Business, UC Irvine

Irvine, CA

UC Irvine

The Paul Merage School of Business

Bachelor of Arts, Design | Media Arts
The University of California, Los Angeles

Los Angeles, CA

UCLA

AREAS OF EXPERTISE

- Marketing/Brand Management
- Content Development/Planning
- Vendor/Agency Management
- Visual Design & Creative Direction
- Cross-functional Project Management
- Team Leadership & Development

MAJOR ACHIEVEMENTS

- Led Arktura marketing efforts through period of over 5x revenue growth that attracted \$120 million+ acquisition of Arktura by multi-billion-dollar Armstrong Worldwide Industries in December 2020
- Headed creative & technical execution of Arktura brand refresh, including overhaul of arktura.com, collateral, and socials, repositioning company and contributing to increased traffic, leads, and revenues.
- Led the development of a multidisciplinary Arktura marketing team from the ground up to now 13+ members
- Proven track record of achieving successful outcomes in roles spanning both agency and corporate environments, leading internal creative teams and agency partners.

EXPERIENCE

Marketing Strategist | Designer | Art Director

Freelance/Self-Employed - omarramirez.net

04/2006 - 8/2016

Los Angeles, CA

Collaborated with clients to scope and budget projects, develop creative content and marketing touch-points, and hone brands. Developed marketing strategies, created contents, and provided design/art direction for branding, UI/UX, and promotional services internally and for clients in sectors, including music, pro audio-visual, automotive, apparel/fashion, lifestyle, IT, education, and energy. Built and monitored lead nurturing campaigns, SEM, analytics, and CRM back-end in marketing systems, including HubSpot, while establishing the brand voice for company and its clients across various channels, increasing revenues by as much as 20X.

- Led the design, development, & deployment of direct to consumer Shopify site for AV hardware manufacturer Bittree (bittree.com)
- Led motion graphics animation, marketing consulting, and graphic design for \$6 Billion Golden State Foods
- Produced educational and promotional video segments, including event branding, bumpers, dynamic text segments, title treatments, and various motion graphics for international cosmetics company Jafra
- Video design and production Winner of Hep B United Philadelphia's "B A Hero" PSA Video Contest, 2012

Visit omarramirez.net to see samples & learn more

Marketing & Strategy MBA

MBAUC Irvine MBA Internships and Practicum

09/2011 - 6/2013

MBA Marketing/Branding Consultant & Team Creative Lead, MBA Practicum, Hyundai Motor America, Fountain Valley, CA

Designed, deployed, and analyzed surveys, interviews, and on-line polls to gather quantitative and qualitative insights from both Hyundai enthusiasts and potential Gen-Y users. Conducted and filmed both general population surveys and in-depth interviews with Hyundai owners.

MBA Product Marketing Consultant/Designer, AT&T U-verse, MBA Summer Internship, AT&T AdWorks, New York, NY

Collaborated with Chief of Staff and product marketing and sales leadership to develop original layouts, graphics, interface mock-ups, iconography, and copy for presentations and collateral delivered to key clients and partners.

KEY STRENGTHS

- Creative Strategy

Hands-on innovative thinker with broad-based expertise in creative, strategic, technical delivery, & performance tracking.
- Brand Strategy & Development

Accomplished and growth-focused MBA certified Marketing & Brand Management professional with expertise in brand development.
- Team Leadership

Analytical planner adept at identifying business challenges and guiding multidisciplinary teams to bring products to market.

AWARDS & RECOGNITION

- Architectural Record's Advertising Excellence Award Winner, 2017, 2018, & 2023, AdScore Advertising Award, Aug 2017
- MBA Faculty Fellowship Scholarship Recipient - The Paul Merage School of Business, UC Irvine, 2011 – 2013

SKILLS INCLUDE

Brand Management Content Creation

Branding & Visual Identity Copywriting

CRM Management UI/UX Design

Google Adwords Video & Motion Graphics

Google Analytics E-Commerce

Go-to-Market Strategy Public Relations

Lead Generation Email Marketing

Market Research Budget Planning

Art Direction Wireframing SEM/SEO

3D Visualization Management

Wireframing B2B Marketing Hubspot

Pardot Shopify Adobe Creative Cloud

Social Media Sales Presentations

Salesforce CRM Management

Print & Digital Advertising Survey Design

ADDITIONAL EXPERIENCE

Visual/UI/Motion Designer

Trailer Park

04/2008 - 5/2010

Los Angeles, CA

Staff UI & motions designer for leading entertainment design agency

- Contributed UI & motion graphics design to dozens of home entertainment releases including Terminator Salvation, Knowing, Taken, Moon, Hannah Montana, Distric 9, Avatar, Pinocchio, and Transformers 2.
- Worked closely with management, producers, production artists, editors, and programmers to develop and execute various innovative forms of added value content

Visual/UI/Motion Designer | Graphics Supervisor

Company Wide Shut

08/2005 - 9/2007

Los Angeles, CA

Staff UI & motions designer for boutique entertainment design agency

- Contributed UI & motion graphics design to dozens of home entertainment releases including The Lord of The Rings trilogy, The Simpsons, Robocop, King Kong, Pan's Labyrinth, Once, The Last King of Scotland and Mr. and Mrs. Smith
- Improved operational efficiency by setting up quality control procedures for static and motion deliveries, training new staff, and serving as a liaison with freelancers

Thank you

**Questions?
Contact Me
Now!**

**Omar
Ramirez**

**ramirezo@ucla.edu
323.365.9580**