



Intro & Spotlight on Arktura Marketing

Select Campaigns 2016 - 2024

**Omar
Ramirez**

**Creative Brand
& Marketing Direction**

Hello!

Pleased to make your acquaintance



Introduction

The following document is a brief intro to me, and a showcase of some of some of the campaigns I have led over the course of my tenure at Arktura, the industry leading architectural products and services provider based out Los Angeles. I joined in 2016 as the first dedicated marketing hire, and went on to build the company’s marketing presence and marketing team.

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About Me



My dog
Teddy

Omar Ramirez

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

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Connecting brands with audiences through a blend of strategy and creativity

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

Throughout my career, I have been deeply involved in shaping creative direction, fostering brand development, planning impactful campaigns, delving into UI/UX design, and steering digital media efforts. I have had the privilege of collaborating with high profile clients such as Hyundai, AT&T, 20th Century Studios, Disney, Warner Brothers, and others.

My strength lies in working with and leading teams to launch products, run effective promotions and advertising campaigns, and optimize brands 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.

Education

Master of Business Administration (MBA), Marketing and Strategy
[The Paul Merage School of Business, University of California, Irvine](#)

📍 Irvine, CA [UCI](#) THE PAUL MERAGE SCHOOL OF BUSINESS

Bachelor of Arts, Design | Media Arts
[University of California, Los Angeles](#)

📍 Los Angeles, CA [UCLA](#)

Experience Summary

See full resume on [Page 18](#)

Director | Marketing

[Arktura - www.arktura.com](#)

📅 08/2016 - 01/2024 📍 Carson, CA

Marketing Strategist | Designer | Art Director

[Freelance/Self-Employed - omarramirez.net](#)

📅 04/2006 - 8/2016 📍 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

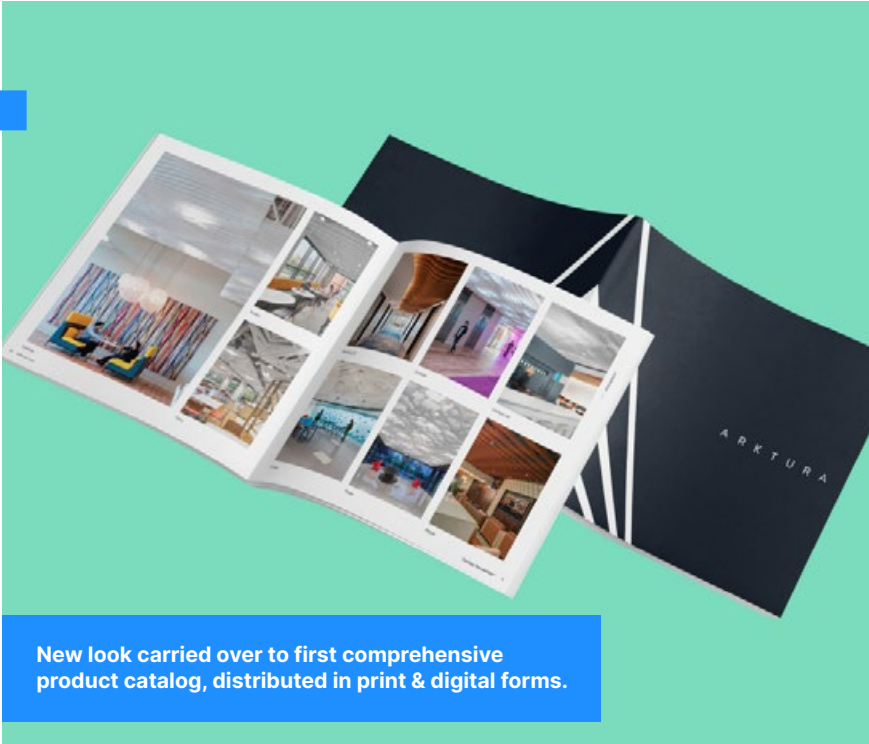
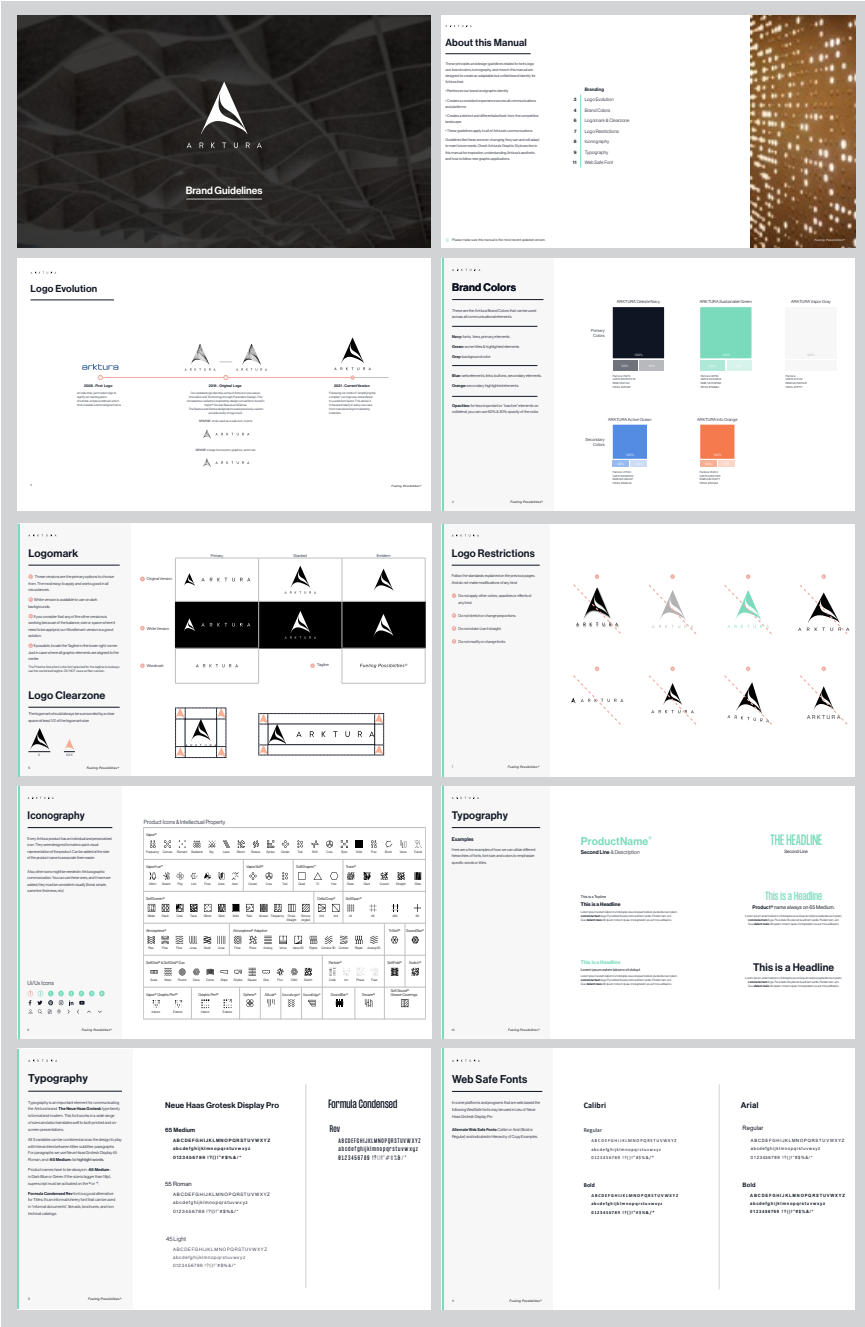


See Samples of Previous Work @ [omarramirez.net](#)

Brand Identity & Collateral

Brand Refresh & Guidelines Definition

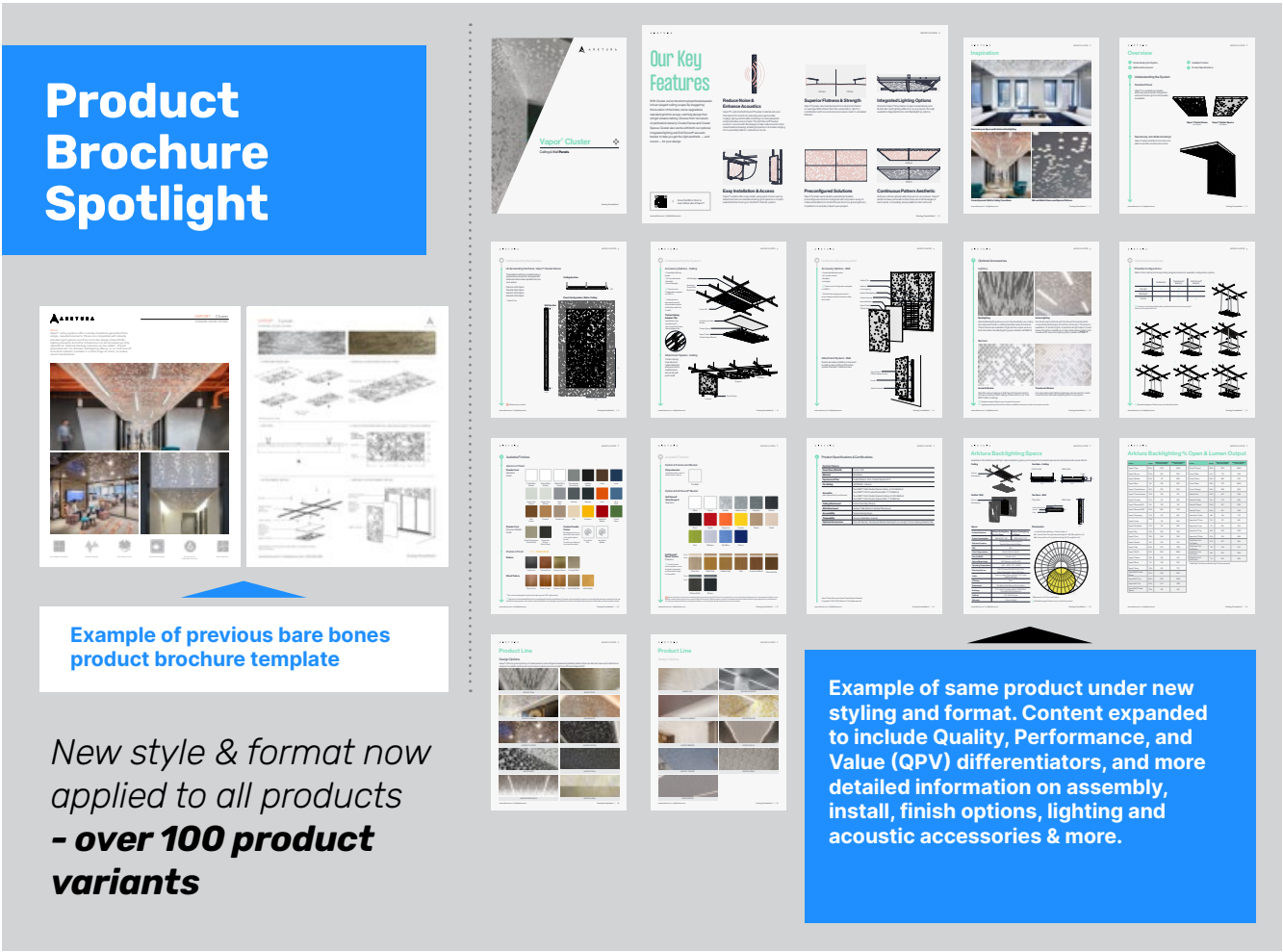
A visual identity overhaul I oversaw starting in 2019 affected all touchpoints for Arktura, and resulted in the first comprehensive set of brand guidelines for company.



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

Collateral Overhaul

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 and product . 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 by in from the founding partners.

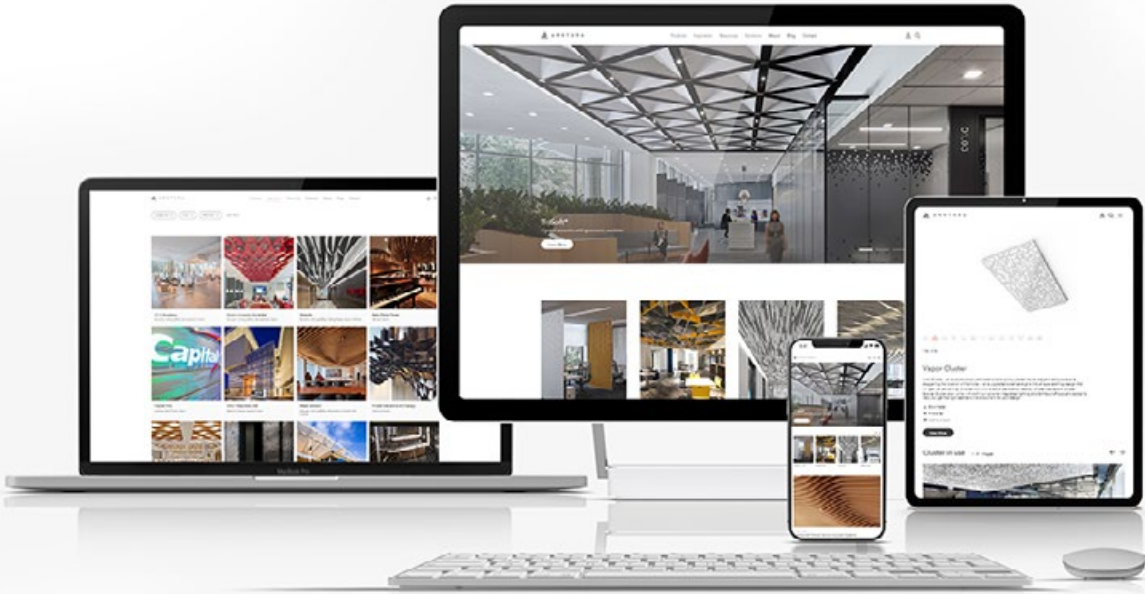


Product Brochure Spotlight

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, and more detailed information on assembly, install, finish options, lighting and acoustic accessories & more.



The new face of Arktura.com

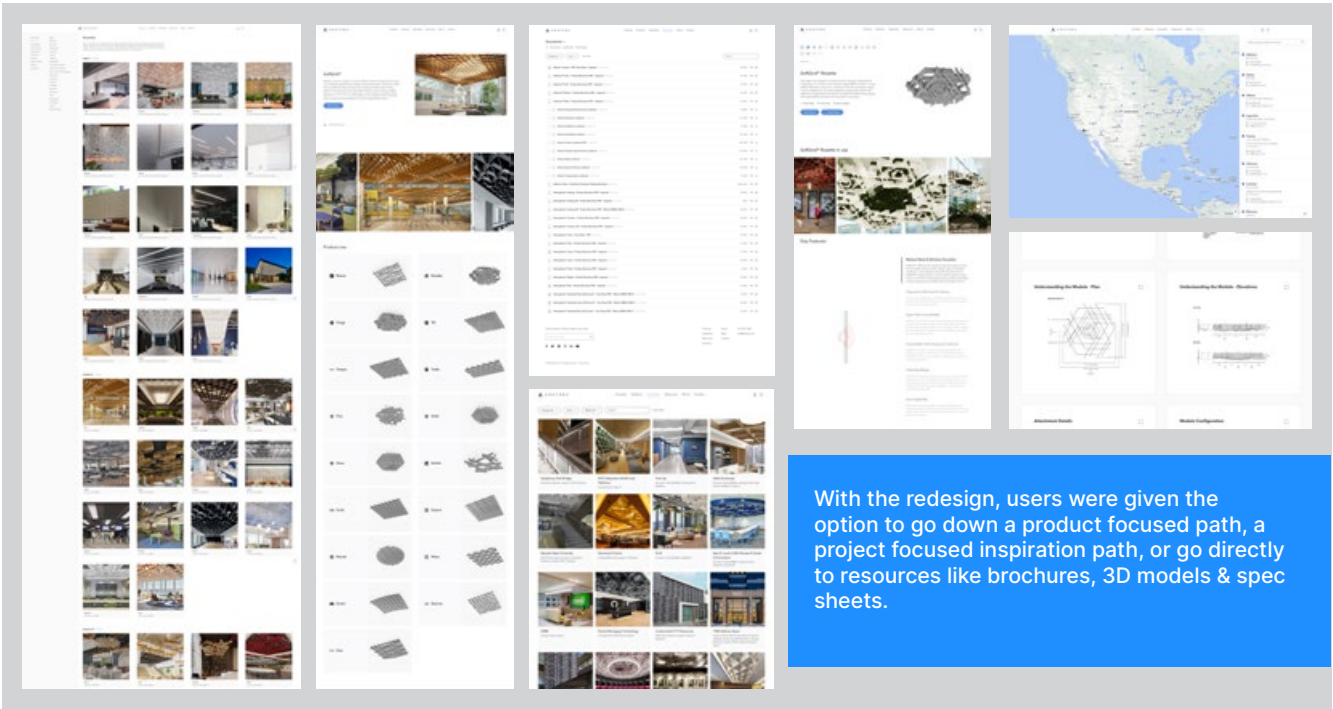


UI/UX & Website Experience

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 wire-frames and mock-ups throughout the process. It was a large undertaking that paid huge dividends.

The update was not just aesthetic, but was also reflected an expansion of information, including specs and QPVs (quality, performance, and value points), and a reorganization of strategy. Whereas Arktura had established an early reputation as a custom manufacturer exclusively, we were now seeking to establish a foothold with preconfigured products. And the structure & messaging had to reflect this.

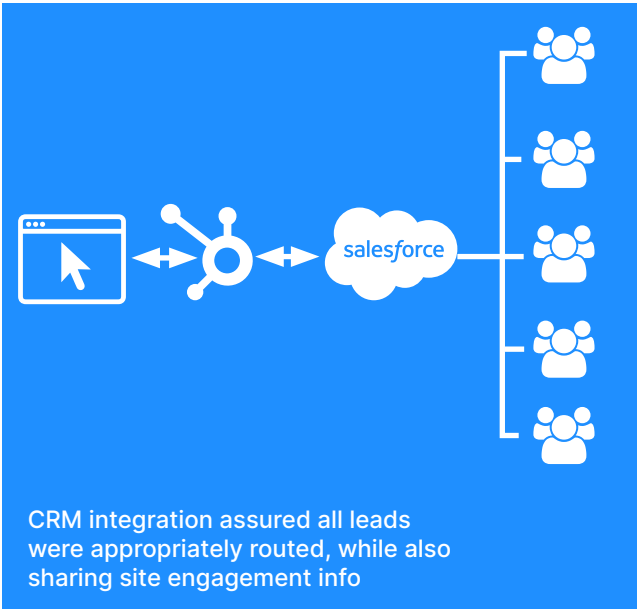
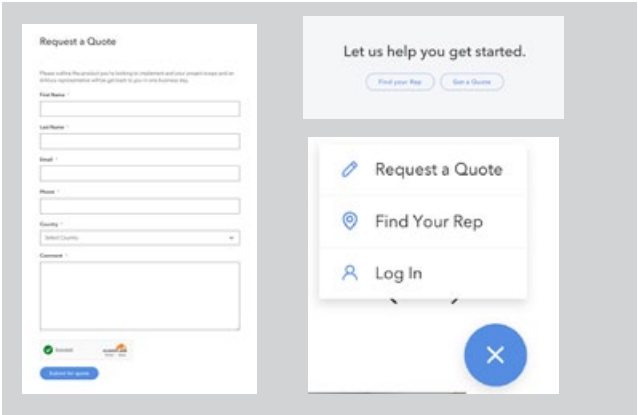


Driving Engagement & Conversions

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.



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

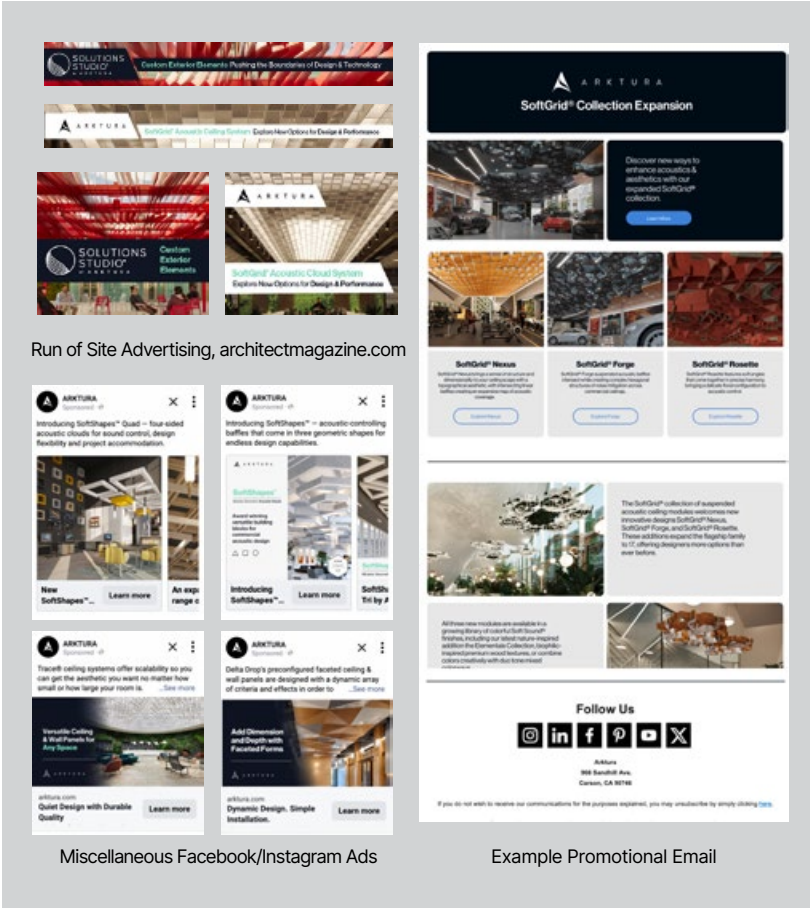
Establishing Arktura’s Advertising Presence

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

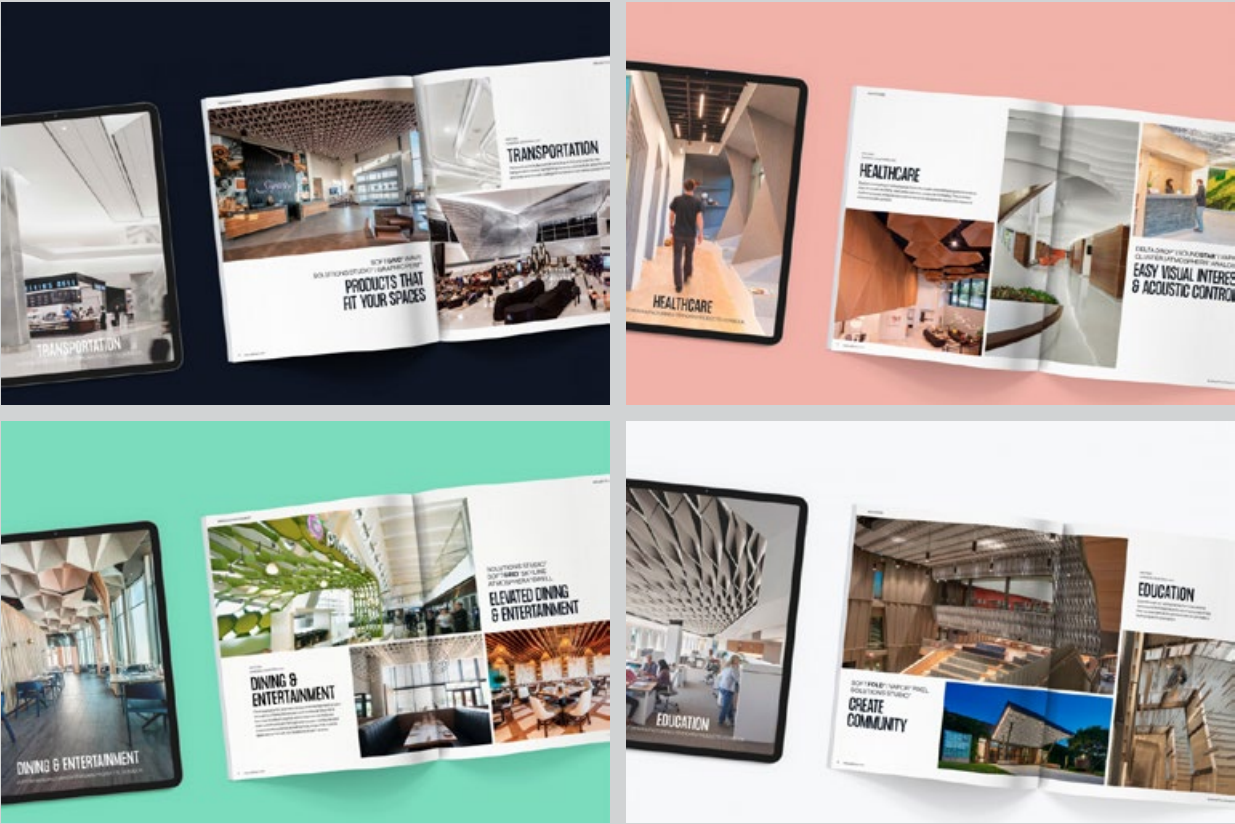
I worked with both agency partners and internal teams to create and deploy a number of digital campaigns, spanning Google search advertising, display advertising on social channels like Pinterest, Facebook, Instagram, and YouTube.

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.

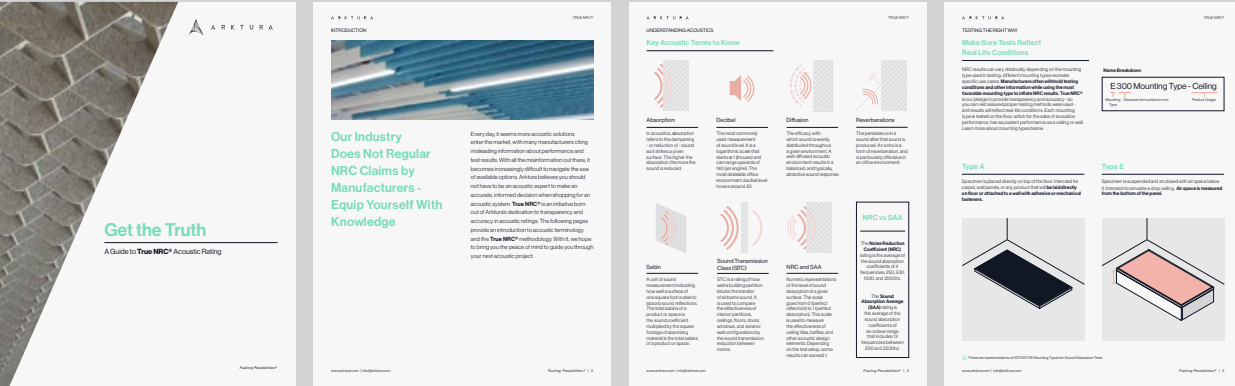
PR & Awards

PR was another key component of our overall I 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.

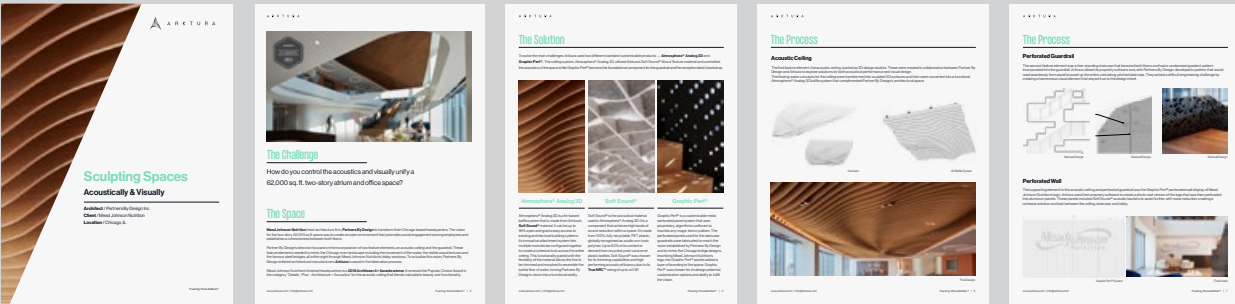




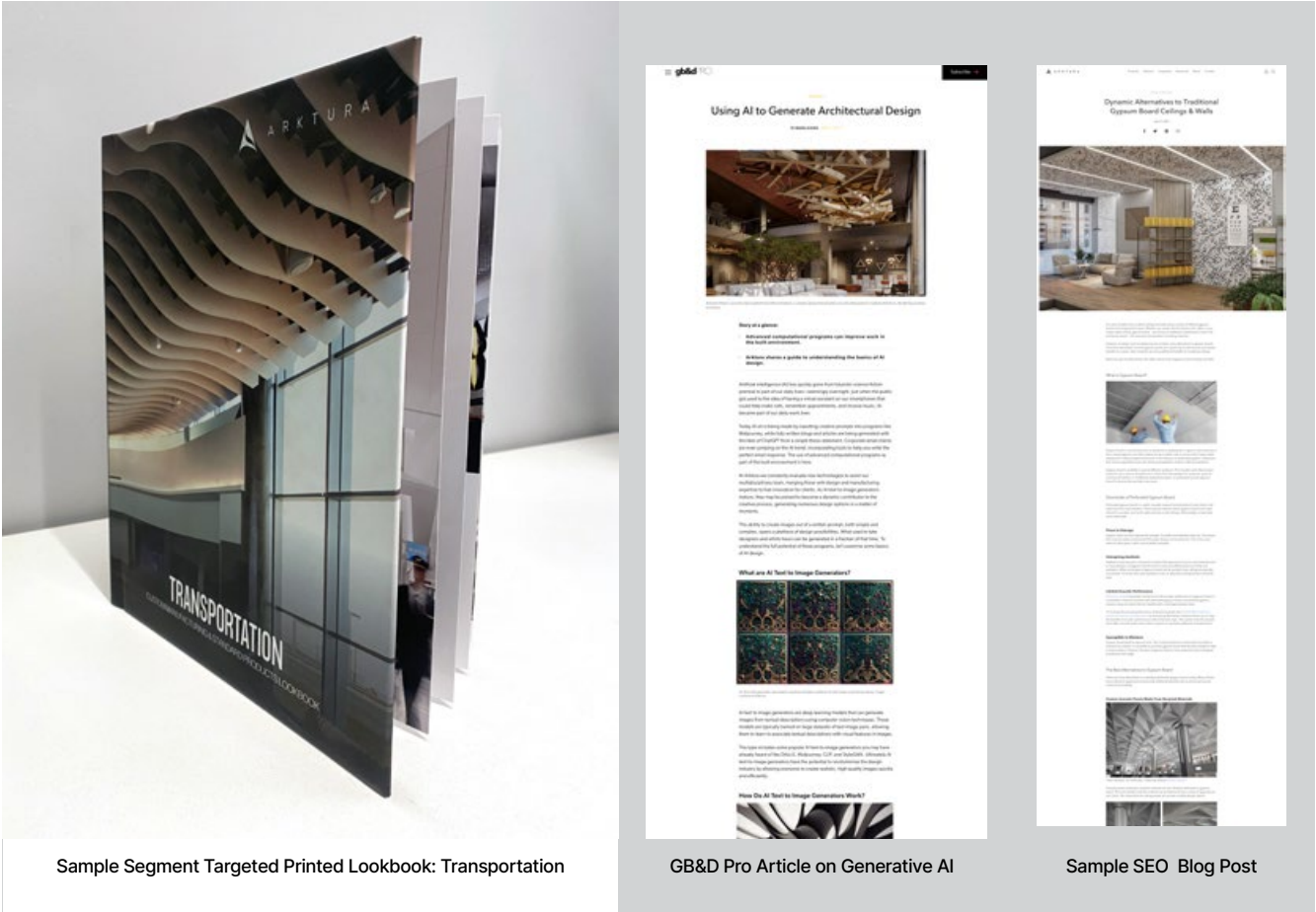
Examples of Segment Targeted Digital Lookbooks



Snapshot of True NRC Educational Intro to Acoustics



Sample Project Case Study



Sample Segment Targeted Printed Lookbook: Transportation

GB&D Pro Article on Generative AI

Sample SEO Blog Post

Targeted Content

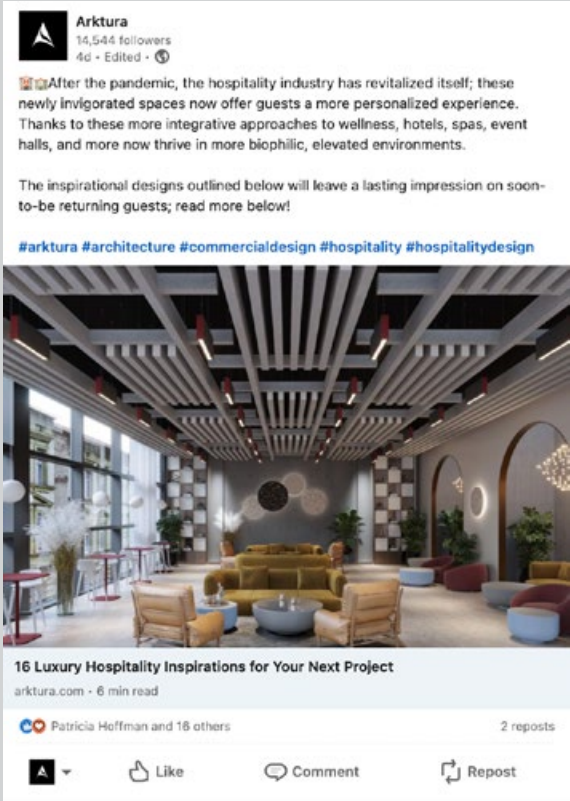
Educational & Inspirational Content

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 informed and inspire our key audience of designer and architects.

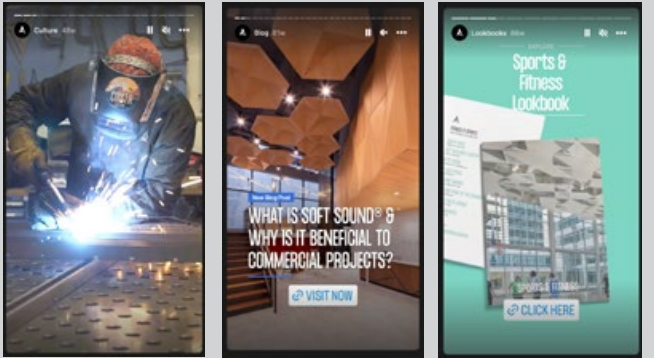
An expansion of SEO content in the form of blogs, which I oversaw first through an outside partner, then internally, also aligned with the redesign of arktura.com. These hit on a range of key topics aligning with searches by our key audiences, contributing both to increases in engagement and ongoing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

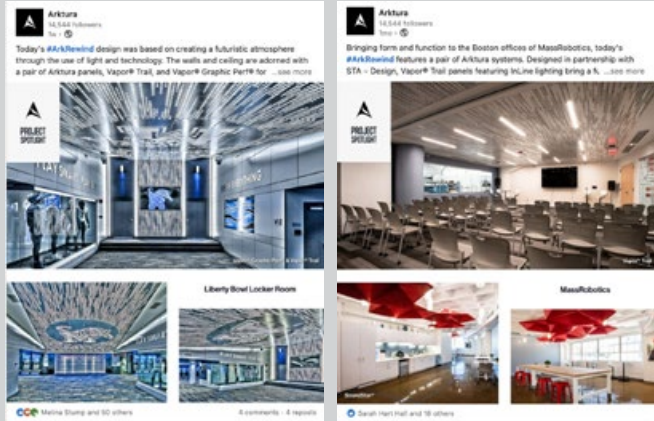
Social Media



Example Social Post Leveraging Blog Content



Cross-section of Story Content

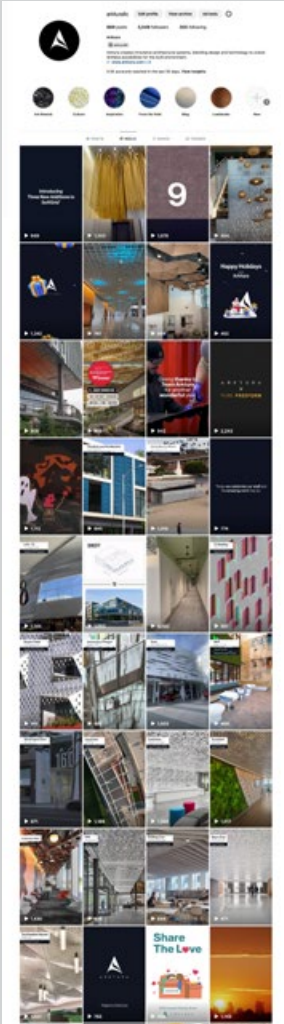


Example Project Spotlights



Enriching the Brand Experience

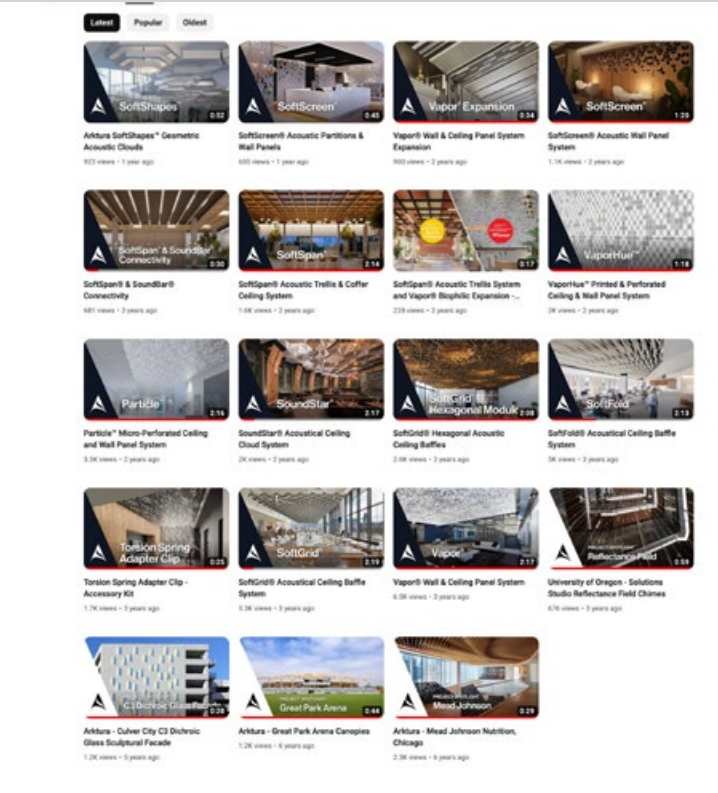
Prior to my joining Arktura, the company had a small and sporadic social media presence. Under my supervision, our team was able to increase to a daily cadence and grow our following and engagement rates across networks, resulting in a net gain of over 25,000 followers across channels. We did this in 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



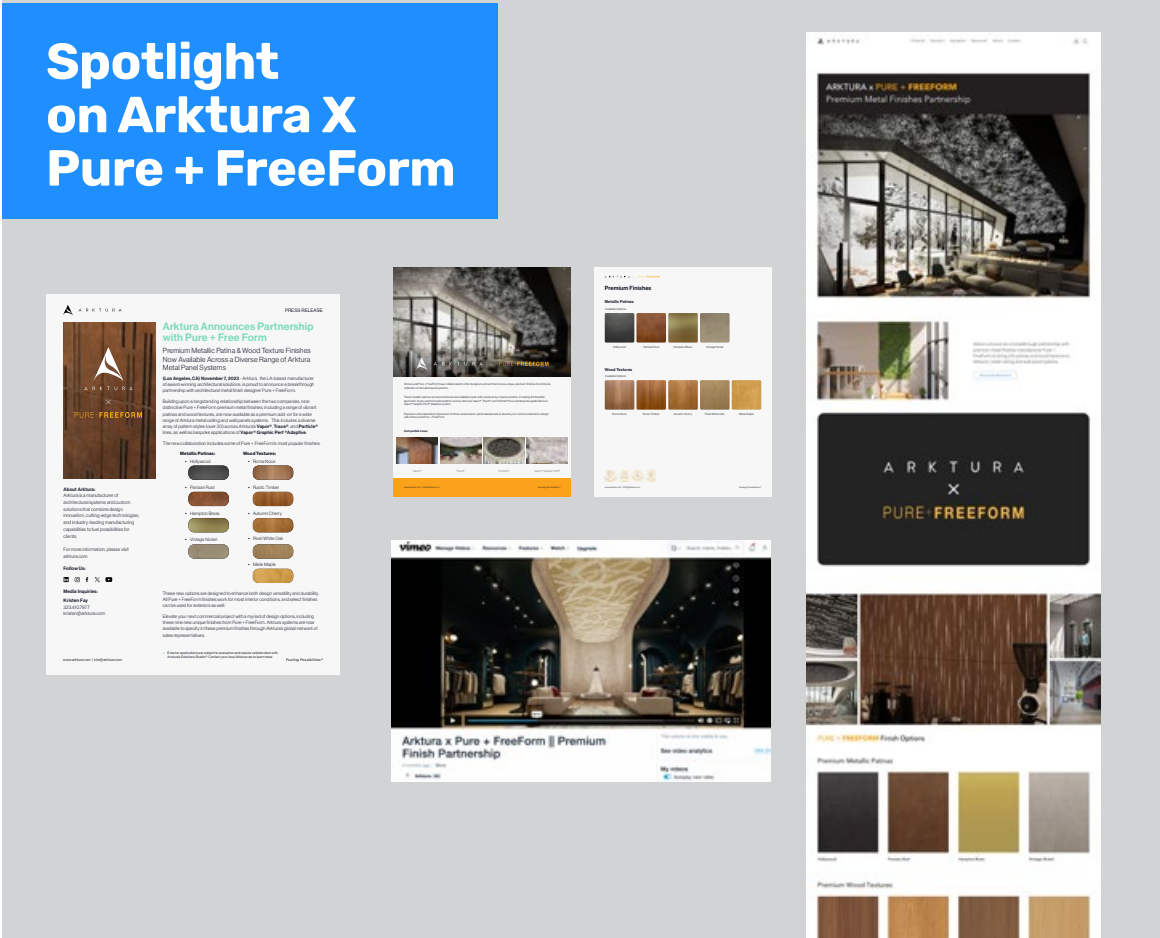
Seamless Content Carousels Across Platforms



Growing Library of Videos

Diversifying Content and Engagement

Maybe just as importance as cadence are the diversification and quality of content. Working collaboratively with the team we were been able to introduce new forms of content, leveraging capabilities like reels, stories, and polls. This, while also getting increased mileage from other efforts, including blog content, repurposed in carousels and graphics, and staying active in engaging with our audiences.



Brand Partnerships

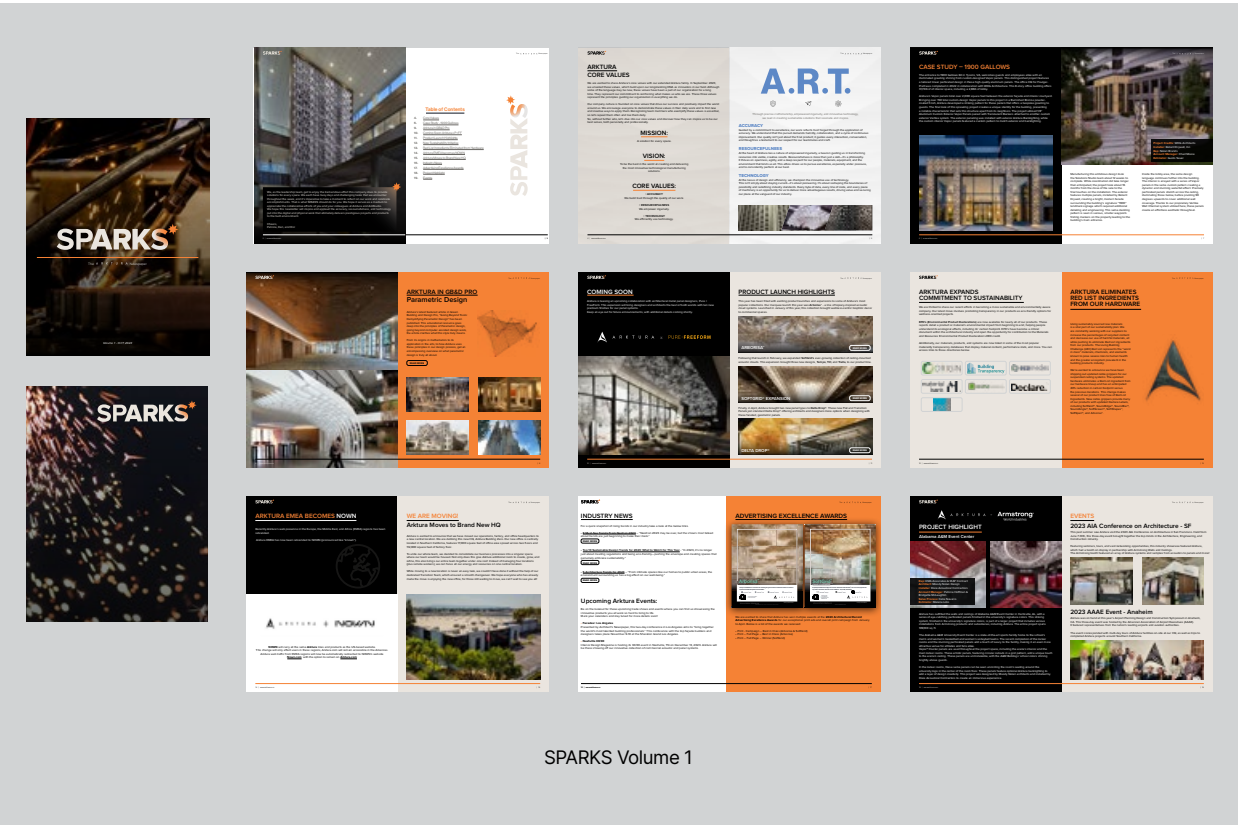
Building Alignment Across Organizations

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 was 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 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.



PRODUCT LIFE CYCLE

RESEARCH & DEVELOPMENT

Successful go-to-market strategy begins with coordination between marketing & product dev.

INTRODUCTION

As the product is introduced to the market coordination must extend to sales, production, and other teams.

Growth & Tracking

Ongoing promotions help give the product footing, but effectiveness of both the product and csmpaigns must be tracked.



IMPROVEMENTS OR DISCONTINUATION

Depending on performance, a path must be determined - continue to support the product, or remove it from the portfolio. This can be fueled by market demand or production factors.

MATURITY & MAINTENANCE

Utilizing evolving information, opportunities for optimization are identified and implemented.

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 all aspects. I have successsly 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.

Highlights at Arktura in Summary

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 A 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

Thank you

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