

KERI-ANN CHIN-SANG

GLOBAL STRATEGIC MARKETING PROFESSIONAL

CONTACT

take
a peek



Phone
954.612.8629



Email
keri@doublehyphens.com



Portfolio
www.doublehyphens.com



WHO I AM

“ I am a creative at heart with over eight years' experience marketing global brands. My inquisitive nature has led me on an endless quest to understand how people interact with brands to offer strategic and innovative solutions that enhance the customer experience and drive results. Motivated by an intrinsic desire to produce great work with great people, small but mighty teams are my jam and I get oddly excited about quality print. Let's chat! ”



EDUCATION

2011-2012

Florida International University
M.S. Global Strategic Communications

2006-2009

University of Florida
B.S. Business Marketing
Minor in Communications
Cum Laude



SKILL SET



InDesign



Word



Photoshop



Powerpoint



Illustrator



Excel



Lightroom



Outlook



Bridge



Tableau



THINGS I LIKE



Motorsports



Travel



Photography



Painting



PROFESSIONAL EXPERIENCE

PRINCESS CRUISES | ONBOARD MARKETING MANAGER, NEW BUILDS & DRY DOCKS

February 2018 - Present

- ▲ Develop strategic marketing plans to generate awareness for new vessels and fleet modernization that drives sales and incremental profitability for the brand long term
- ▲ Collaborate with multiple cross-functional teams including Guest Operations, Onboard Revenue, Sales, and other marketing teams to develop and bring to market new ship and onboard venue concepts
- ▲ Leverage consumer insights to guide product innovation and develop marketing stories that enhance the onboard guest experience
- ▲ Oversee all aspects of campaign development, design and execution while continually testing and employing new marketing technologies

PRINCESS CRUISES | ONBOARD MARKETING SPECIALIST, GUEST EXPERIENCE

August 2014 - February 2018

- ▲ Managed onboard marketing campaigns from concept to completion to enhance the overall guest journey—including pre-booking, pre-cruise, onboard and post cruise communications.
- ▲ Work closely with brand partners, agencies and internal OPS clients

COSABELLA | GLOBAL MARKETING ASSOCIATE

December 2012 - July 2014

- ▲ Spearheaded creative workflow from concept to completion for print, digital, ecommerce, and social campaigns as well as photoshoot production
- ▲ Ensured brand consistency across stores in over 68 countries
- ▲ Established relationships with brand partners and media contacts for placements

DISNEY PARKS & RESORTS | MINORITY BUSINESS DEVELOPMENT COORDINATOR

January 2012 - December 2012

- ▲ Launched special programs and events to generate brand awareness within the woman- and minority-owned business community
- ▲ Evaluated competitive landscape to suggest areas for improvement
- ▲ Revamped website to ensure maximum usability and consumer engagement

CHISPA MARKETING | PROJECT COORDINATOR

June 2011 - December 2011

- ▲ Produced print ads, website wireframes, social media content and other marketing collateral for clients in the tourism, hospitality and family markets
- ▲ Supported Account Manager with event planning, account service and media outreach

STARMARK INTERNATIONAL | ACCOUNT COORDINATOR

February 2010 - May 2011

- ▲ Composed creative briefs, project timelines, client presentations, and status reports for marketing and advertising initiatives supporting Fort Lauderdale CVB, Port Everglades and Fort Lauderdale Airport
- ▲ Managed routing of projects for stakeholder feedback and approvals