



Luisa S. Contaifer

(804) 912-5283
lcontaifer91@gmail.com
www.luisa-contaifer.com

Profile

Trilingual marketing professional with strong leadership and collaborative skills. Career ambition in brand strategy.

Relevant Experience

October 2016 - Present, Associate Experience Strategist, Wunderman DC

Accounts: *BELSOMRA* and *Why So Awake*

Created brand strategy for BELSOMRA patient support program and briefed creative teams on phased approach.

Partnered with UX team to develop user flows for patient support program.

Developed social strategy for Facebook and Twitter Why So Awake campaign and introduced re-targeting strategy.

Wrote a Social Media POV report to educate client in key considerations for expanding their social ecosystem.

May 2016 - Present, Covintus, Marketing Manager

Create annual brand expansion strategy into emerging tech markets

Manage social media content calendar and analytics report

Negotiate and maintain partnership opportunities with startup accelerator programs

December 2015 - May 2016, Maker's Mark, Independent Brand Consultant

Worked directly with Beam Suntory to develop a strategy to increase the female audience of Maker's Mark in VA.

Conducted extensive primary research in the VA market, and gathered insights to identify key areas of opportunity.

Pitched a digital campaign to improve bartender relations in VA, Maker's Mark mobile app and the brand's social media presence.

September 2014 - Present, Freelance Brand Strategist

Impacting local businesses by helping them improve their brand and digital strategies, and develop actionable marketing plans that will set up their brand for success.

Clients include: RVA Rotary Club (Non-profit), Finding Aliveness (Health), Corner Barre (Fitness),

Everyday Democracy (Non-profit), Organs of Greed (Fiction novel), Kavings (Startup in beta).

August 2013- May 2014, University Recreation Center At JMU, Marketing Assistant

Developed content strategies for social media channels.

Responsible for recreation programs coordination and promotions.

Identified and secured media placement throughout campus for event promotions.

May 2013 - August 2013, Broderick Communications LLC, Brand Builder

Contributed to brand refresh consultations and facilitated communications between client and creative team.

Coordinated the production process of marketing materials and negotiated quotes with production houses.

Prepared client invoices and managed \$50,000 marketing budget.

Education

VCU Brandcenter— May 2016

M.S in Brand Management, concentration in Creative Brand Management (CBM), 3.6 GPA.

The CBM track focuses on MBA fundamentals with an emphasis on creativity and collaboration. Courses are centered on branding, insight-driven strategy, product innovation and the application of creative problem solving.

Marketing Graduate Assistant for VCU School of Business August 2015- May 2016

James Madison University— May 2014

B.A, Media Arts and Design major, concentration in Converged Media, minors in French and Communication Studies, 3.0 GPA.

Converged Media students focus on the delivery of content via multiple media formats such as text, images, audio, video and interactive websites. Students also learn the fundamentals of experience design and information architecture.

Digital Skills: Adobe Creative Suite, HTML5 & CSS3, Social Media Management, SEO, Wordpress, Google Analytics

Language Skills: Fluent in Portuguese, Conversational French, and currently learning Spanish