**Ramón Arras-Rubio**

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**► Leadership driving revenue growth, AOV increase, and success in digital acquisition and retention programs**

DEMAND GENERATION ● E-COMMERCE & REVENUE GROWTH ● DIGITAL MARKETING

Digital marketer with proven track record in **revenue generation, AOV optimization, and churn reduction**. Expertise in **leveraging AI for impactful solutions** and crafting compelling social media content. Proven **record of achieving growth targets** and enhancing customer retention through innovative strategies.

**Core Competencies**

**Career Highlights**

* **Growth & Demand Generation**
* Consumer Acquisition
* **Platform Management**
* Paid Media /Social Advertising
* Programmatic Display
* **Retention–Up/Cross Sell**
* **AI Tools and Applications**
* **Content Development**
* KPI Development
* Email Marketing
* **HubSpot – Salesforce**
* Recruited to lead the development of strategy and execution of integrated B2B and B2C demand generation programs
* **Key verticals – Software, Cyber Security. SaaS, CPG, Supply Chain, Hospitality, Cruise Industry, Fashion/Beauty.**
* Consistently delivered **20% YoY growth** in online revenue, **13% increase in AOV** and **28% increase in customer retention** over 12 year period between 2010 and 2022.

**Professional Career History**

**Coolibar** │ **Miami, FL** │**2023 – Present**

*Global Online Retailer - Sun Protection Technology*

**Director, eCommerce and Customer Acquisition**

* As the leader in **eCommerce** and digital marketing **acquisition** for three prominent fashion labels, my contributions have **generated $57.6 million in online revenue within the initial 240 days**.
* **Owning and operating the eCommerce platforms** - 3 **Shopify Plus** stores, as well as the **Amazon Storefront with $17 million annual revenues** , I drive a collective **annual revenue exceeding $75 million**.
* Achieving notable success, I drove a **21% YoY growth in Q2 online revenue, 24% YoY growth in Q3 online revenue, improved gross margins by 14%, and elevated order values by 31%**.
* My growth oriented approach also **optimized a 445K inactive user email database**, **increasing retention** rate by **17%**.

**BITDEFENDER INC** │ **FORT LAUDERDALE, FL** │**2020 – 2023**

*A cybersecurity leader delivering best-in-class threat prevention, detection, and response solutions worldwide.*

**Senior Int'l eCommerce Marketing Leader**

In this position, I led the multichannel digital plan, testing model, and reporting structures to increase MQLs and new pipeline opportunities.

Key accomplishments:

* Coordinated a **successful retention and renewal campaign** using CRM tools like **HubSpot and Salesforce**. This effort led to a significant **increase of $180 in the average order value** within six months.
* **Increased conversion rates by 12%** in paid search, programmatic display, and targeted email traffic within nine months through **comprehensive platform optimizations**.
* Achieved **26% YoY growth in 2022** online sales, surpassing Q2 and Q4 expectations by over 30%.
* Surpassed YoY Online Sales 22/21 by 26% with Q2, and Q4 exceeding 30+%.
* **Surpassed Q2 YoY Online Sales 21/20 by 50% and June 2021** became highest historical month with only three months in role.
* Pioneered the implementation of multiple monitoring systems and reporting structures using **Power BI, SQL, Google Data Studio and Hubspot** to uncover insights, measure performance, and recommend optimizations.
* Jointly with web team, **optimized CR%** for traffic from digital channels, such as Paid Search, Programmatic, social media, and Email.
* Crafted and executed a **high-impact retention/renewal program** executed via through CRM tools stack of **Hubspot and Salesforce**. Upsell and cross-sell activities managed via outbound call center team.

**ISCOPE DIGITAL** │ **DEERFIELD BEACH, FL** │ **2015 – 2020**

*A full-service digital marketing agency.*

**Director of Demand Generation**

In this position, I led **eCommerce and demand generation** initiatives for **B2C** clients such as **Carnival Cruise Lines, Atlantis, Ford Motor Company, Marriott Hotels, Sony Electronics, Enzymedica, Citrix and Arteza**. I successfully preserved client relationships, resulting in an annual billing of $22M over a span of 42 months. Additionally, I supervised a high-performing team, offering direction and assistance in the implementation of demand generation campaigns.

My key accomplishments in this role were:

* **Increased 22% in B2C revenue** in eight months by employing data-driven multi-touch program for **Amazon based DIY retailer**.
* Gained **26500 extra users and 360400 extra clicks by optimizing high-volume PPC lead generation** on Google and Facebook.
* Architected **demand generation engines** and brand enrichment tools. **Segmented email to dedicated landing pages, email, radio, and PPC**.
* Successfully delivered **revenue-generating campaign**s that nurture accounts to ready them for a sales conversation. Used a data-driven approach to identify a **22% increase in B2C revenue opportunities**.
* Optimized high-volume PPC lead generation campaigns via **Google and Facebook Advertising platforms** resulting in **26,500 more users and 360,400 additional clicks**.
* Led the planning, execution, segmentation, testing, and fulfillment of a **$7M email program** with 54 mailings and 18 vertical offerings. Utilized **Hubspot** for management and curation of 600,000 data point programs.

**KASPERSKY LAB** │ **HOLLYWOOD, FL** │ **2011 – 2014**

* *The global leader in cybersecurity.*

**Senior Digital Marketing and eCommerce Manager**

* Executed high-impact end-to-end multichannel demand generation campaigns to drive **$35m in annual** **B2C revenues**.
* Owned business plans and drove impact through customer growth and success. **Furthered the enterprise segment by +10%, B2B digital sales by 14%, and non-endpoint products and services by 16%.**
* **Grew i revenue YoY, maintaining a double-digit growth rate above 20% from 2012 to 2016.**
* Built and expanded the customer base. **Increased users by 42,500 and 730,600 for nine Facebook pages and two Twitter feeds.**

**MULLENLOWE U.S.** │ **WINSTON-SALEM, NC** │ **2010 – 2011**

*A full-service advertising and marketing communications agency specializing in social influence, media, and mobile services.*

**Senior Digital Strategist**

* Led digital team to build **3 multichannel lead gen campaigns for** **CSC's Cloud Services** and partner implementation program.
* Owned **e-commerce strategy** for Kumon's B2C Student enrollment and B2B Franchise development program. Streamlined reporting system by enhancing information visibility and automation from Excel, also integrated Mailchimp with a new web platform.
* Overhauled email marketing **campaign generating 23 new Kumon franchisees nationwide**.

**Other Professional Experiences**

* **Kaplan University**, Director **Digital and Performance Marketing**, Fort Lauderdale, FL, 2005 – 2010.
* **Avaya Inc**., Senior Manager of **Interactive Marketing**, America's Region, 2000 – 2005.
* **Booze Allen** - Senior **IT Technology Consultant**, Latin America 1995 - 2000

**Education & Certifications**

* **Master of Business Administration in Marketing. The University of North Carolina. Chapel Hill, NC.**
* **Master of Science in Computer Science. George Mason University. Fairfax, VA.**
* **Bachelor of Science in Economics. University of Massachusetts, Amherst, MA.**

**Affiliations**

* University of North Carolina-Chapel Hill. Alumni Committee on Racial and Ethnic Diversity.
* US Parachute Association.

References are available upon request.