**Ramón Arras-Rubio**

arrasrubio@yahoo.com**▪** 305-804-0956 ▪ [www.ramonarras.com/credentials](http://www.ramonarras.com/credentials) - <https://www.linkedin.com/in/ramonarras/>

**► Leader for high performing content development by leveraging AI to drive revenue growth and increase AOV.**

CONTENT STRATEGY ● REVENUE GROWTH ● DIGITAL MARKETING

**Hands On** leader with expertise in **leveraging AI for impactful content creation** and crafting compelling **online “story telling”.** Proven **record of achieving growth targets** and enhancing customer retention through innovative strategies. Seasoned marketer with proven track record in **revenue generation, AOV optimization, and churn reduction**.

**Core Competencies**

**Career Highlights**

* **Growth & Demand Generation**
* Paid Media /Social Advertising
* Collateral Management
* **Retention–Up/Cross Sell**
* KPI Development
* Lead the development of **content strategies** and execution of integrated B2B and B2C demand generation programs
* **Key verticals – Cyber Security, Cruise Industry, Hospitality, CPG, 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.
* **AI Tools and Applications**
* **AEM and HubSpot Certifications**
* **Content Development**
* Email Marketing

**Professional Career History**

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

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

**Senior Global eCommerce Marketing Leader**

My primary purpose is to **execute effective** acquisition and branding, marketing **content and strategies** that **drive highly effective campaigns** to interact with targeted audiences and generate leads. I am focused on executing, optimizing, and managing **all platforms to support lead generation and revenue growth for 28 web stores globally**.

By harnessing **AI for online content creation** at Bitdefender, I've optimized **customer acquisition and retention efforts in terms of ROAS yield and operational efficiency**. Via the **Adobe Experience Manager (AEM)** platform, I have leveraged AI-driven content creation tools to target customer behavior, customer preferences, and feedback **to personalize content, resulting in higher productivity as campaigns** are tailored for specific audiences. This targeted approach has **improved return on ad spend (ROAS) by 34% and conversion rates by 12%**, leading to more efficient marketing campaigns and increased customer engagement and loyalty.

Key accomplishments:

* **Optimized CR% in 2023,** by **9.2%** 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.
* Coordinated a **successful acquisition, retention and renewal programs** leveraging multiple platforms and 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 2023** online sales, surpassing Q2 and Q4 expectations by over 30%.
* Owner of **style guide** and accuracy of all copy, imagery, and video content used for product descriptions in **5** primary **languages.**
* Manage **Brand Voice** via the execution of consistent look/feel throughout all **web properties, landing pages and digital assets.**

**ISCOPE Digital Media Agency** │ **DEERFIELD BEACH, FL** │ **2015 – 2020**

*A full-service digital marketing agency*

**Director of Demand Generation**

As the leader of a **high-performing online content creation and web production team**, I fostered a collaborative and innovative environment focused on exceeding goals. I led **demand generation** initiatives for clients such as **Carnival Cruise Lines, Royal Caribbean, Atlantis, Ford Motor Company, Marriott Hotels, Enzymedica, Citrix and Arteza**.

Through strategic planning and effective resource allocation, our team **optimized content to enhance channel conversion rates and user engagement**, while implementing **streamlined processes that significantly improved operational efficiencies**, driving overall success and growth for the client organizations.

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 **26,500 extra users and 360,400 extra clicks by optimizing high-volume PPC lead generation** on Google and Facebook.
* Utilized **Adobe Analytics, GA, Optimizely and Hotjar to** identify conversion bottlenecks and opportunities, enhancing conversions.
* **Developed and implemented data-driven content strategies** to improve **user experience and ROI,** resulting in measurable gains in engagement and conversion rates.
* **Conducted ongoing site audits and A/B testing to optimize navigation, IA, taxonomy, and content efficacy, leading to improved site usability and customer satisfaction.**
* **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.**

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

*The global leader in cybersecurity.*

**Senior Digital and eCommerce Marketing Manager – Latin America Region**

* 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 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 & 730,600 for nine Facebook pages and two Twitter feeds.**

**MULLENLOWE U.S.** │ **WINSTON-SALEM, NC** │ **2005 – 2011**

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

**Senior Digital Strategist**

* Built **6 multichannel Content Strategy initiatives 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**

* **Avaya Inc**., Senior Manager of **Interactive Marketing**, America's Region (US, **Latin America,** and Canada), 2000 – 2005.
* **Royal Caribbean Cruise Lines**, Director of Business Solutions Team –**,** Miami Fl, 1998-2000
* **Booze Allen** - Senior **IT Technology Consultant**, **Latin America** 1995 - 1998

**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.