

Ari Santana

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EXPERIENCE

Strategist

Jan 2025 - Present

Wild Card Creative Group - Yerba Madre, WSS, Paramount, Grand Hyatt

- Drove omnichannel marketing execution for Yerba Madre's rebrand launch, leading strategy and creative development across web, social, press, and retail—with reach exceeding 190M post-launch.
- Led communications and trend reporting across teams to inform strategy pivots and creative innovation.
- Collaborated with brand and creative teams to ensure consistent voice and point of view across experiential activations, influencer content, and digital campaigns.
- Acted as strategic lead in new business RFPs (\$500K–\$3M), contributing brand-forward, insight-driven concepts for integrated, consumer-centric campaigns.

Social Media Manager

May 2024 - Dec 2024

Wild Card Creative Group - Corona USA

- Orchestrated cross-functional campaign to activate Corona x Pedro Pascal partnership, exceeding KPIs by 148% and earning 3.6M organic impressions.
- Owned the execution and evolution of digital-first content strategies, resulting in category improvement from #7 to #6 in under 3 months.
- Managed day to day content and owned execution of monthly content calendar, reflecting brand priorities, influencer activations, and cultural moments that align with audience interests.

Engagement Strategist

Grey NY - Las Vegas Tourism, Applebee's

Nov 2022 - May 2024

- Built and scaled engagement strategy for Las Vegas x Formula 1, reinforcing Vegas as an international sporting destination with over 12M engagements and 80K+ new fans.
- Designed social frameworks for key experiential campaigns, partnering with creative and brand teams to ensure flawless execution across touchpoints.
- Identified and implemented emerging trends to campaign strategies, strengthening creative execution and deepening consumer connection across brand touchpoints.

Community Manager

Sept 2021 - Oct 2022

Barbarian - JBL

- Managed talent-centered campaigns involving high-profile figures (Giannis Antetokounmpo, Doja Cat, 100 Thieves), resulting in deeper social impact through effective real-time engagement response strategies.
- Fostered cross-functional collaboration with key stakeholders to launch the Doja Cat x JBL partnership, driving over 51M social impressions and 11M social engagements and securing coverage in high-profile publications such as Rolling Stone, Vogue, and Paper Magazine.
- Oversaw content management, copywriting, and multi-platform scheduling across a global brand footprint.

Social Strategy Intern

June 2021 - Aug 2021

m/SIX - Clarins

- Led competitive audits to uncover whitespace opportunities, sharpening brand positioning and informing cross-channel campaign strategies
- Transformed consumer trend analysis and performance data into actionable insights, fueling campaign development.
- Assisted in vendor management and campaign budgeting,

EDUCATION

Pepperdine University, MBA

Digital Innovation &
Information Systems

Temple University, BA

Media Production, Advertising

AWARDS

Shorty Awards,

Silver distinction in Multi-Platform
Partnership for JBL "Dare to Doja"

The Drum Awards,

Best Celebrity and Influencer Brand
Partnership for JBL x Doja Cat

SKILLS

Microsoft Office, Google Suite,
Trend Forecasting,
Data Analytics & Management,
Project Management,
Instagram, TikTok, YouTube,
Facebook, X, LinkedIn