

Marianela (Mari) de Armas

UX WRITER | STRATEGIST | STORYTELLER | CONTENT GURU

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SKILLS

Content Strategy



En Español



CMS



Social Media Marketing



Technical Writing



EDUCATION

BA | English
Florida International
University (FIU) 2002

UX Writer | Verizon Connect | 2018-Present

My mission was to align the style and tone of Hum's in-app content. However, I took a more holistic approach and worked closely with a cross-section of stakeholders from Product, Design, Research, and Marketing to develop bilingual copy for both digital and mobile experiences.

- Conceived and scripted educational video content
- Refreshed app copy in English, "transcreated" app copy in Spanish
- Developed new initiatives, including a product blog and a podcast
- Conducted research and user testing to validate content

Lead Content Strategist | Regent Seven Seas Cruises | 2013-2018

When I began working for Prestige Cruise Holdings in 2013, I was the sole content strategist for both Regent Seven Seas Cruises and Oceania Cruises, responsible for fulfilling all of the copy needs for these luxury brands. After a merger with Norwegian Cruise Line Corporation (NCL), I changed my focus to writing for Regent Seven Seas Cruises, while continuing to streamline copy across the three brands.

- Developed messaging for product launches and new ship introductions
- Refreshed/recreated brand copy
- Developed new publications, digital and social media initiatives
- Wrote scripts for commercials and onboard videos
- Reduced use of external writers and proofers
- Won best Halloween costume

Assistant Director, Marketing & PR | FIU | 2012-2013

My alma mater is a special place, which is why I was eager to return to facilitate all of the promotional needs for the College of Architecture + the Arts and for the Division of Student Affairs on behalf of the marketing arm of the university. Responsibilities varied greatly, but the goal was simple: find the story and tell it in the best possible way.

- Pitched, wrote and directed a four-part documentary about students volunteering in Nicaragua, among other videos
- Created an integrated campaign to promote student theatrical and musical performances
- Helped organize the first TEDxFIU
- Conducted student interviews dressed like a turkey

BLOG CONTRIBUTOR

Lion's Compass
A Cuban's Guide to L.A.
Hum by Verizon
Bound Magazine
Luxury Goes Exploring
Oceania Cruises
Starmark International
News at FIU

PUBLICATIONS

FIU Magazine
Explore Magazine
MACO Caribbean Living
Bermudian Business
Society Pages
Voyages to Explore
BVI Property Guide

VOLUNTEER WORK

Community Emergency Response Team certification
Van Nuys Arts Festival
Hands On Miami

Charters, Meetings & Incentives Manager | NCL | 2010-2012

Based on my past experience with inaugural events, I was rehired by Norwegian Cruise Line to work directly with charter and group clients. My talent for building relationships and my dedication to service produced lasting partnerships and repeat customers.

- Executed a dozen high-profile theme cruises, including Nickelodeon at Sea and Jillian Michaels Ultimate Wellness Cruise
- Solidified business partnerships with clients like Radio One, Sixthman and R Family Vacations
- Expert-level Cruiser

Public Relations Manager | Starmark International | 2009

I jumped at the chance to join this award-winning agency. In one year, I served as the public relations account manager for the Tourism Board of Tenerife, the Las Olas Boulevard association of business owners, the Neptune Society, and Starmark International. Responsibilities ranged from drafting press releases to pitching media to engaging audiences through social media marketing (which at the time was in its infancy).

- Organized a press trip to Tenerife and received key media placements in high-profile publications; generated media coverage at the Las Olas Classic Car Show
- Pioneered Social Media strategies internally and externally
- Developed creative messaging for multiple client pitches
- Brewed and served Cuban coffee at 3 p.m. daily

Marcom Manager | OBM International | 2005-2009

This is where I earned my stripes. I was the sole chief content creator responsible for all marketing communication across the company's eight offices. My primary duty was to generate editorial copy on behalf of senior architects and place them in consumer magazines throughout the regions the company operated, but I also wrote speeches, prepared client proposals and maintained the intranet.

Public Relations Specialist | NCL | 2003-2005

My duties evolved from fielding media requests and compiling press clips to drafting press releases and liaising with film crews on board. By the end of my tenure, I played a major role in the port operations of inaugural events and was always on the front-line of communication during a crisis.