

# MARIANELA (MARI) DE ARMAS

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**WHAT I DO BEST** | I tell great stories, shape user experiences, and sway opinions by crafting compelling content. I do this by working across channels, matching the right language with the best medium, while maintaining a unified voice.

**NOTABLE SKILLS** | Content Planning & Management • Project Management • Video Storyboarding, Scripting & Production • PR & Social Media Marketing

**SELF-STARTER** | **COMMUNICATIONS CONSULTANT – FREELANCE**  
FROM 2019 TO PRESENT

Client list:

- Regent Seven Seas Cruises – *Successful email campaign during Covid-19*
- Atlas Ocean Voyages – *Developed brand voice for their launch*
- Karisma Hotels & Resorts – *Provided content support across properties*

**STRATEGIST** | **UX WRITER – VERIZON CONNECT**  
FROM 2018 TO 2019

- 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

**INNOVATOR** | **LEAD CONTENT STRATEGIST – NORWEGIAN CRUISE LINE HOLDINGS**  
FROM 2013 TO 2018

- 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

**TEAM LEADER** | **ASST. DIRECTOR, MARKETING & PR – FIU**  
FROM 2012 TO 2013

- Produced four-part documentary about students volunteering in Nicaragua
- Created an integrated campaign to promote student artists
- Helped organize the first TEDxFIU

**PROJECT MANAGER** | **CHARTER MANAGER – NORWEGIAN CRUISE LINE**  
FROM 2010-2012

- Led cross-functional teams to execute high-profile theme cruises
- Solidified business partnerships with clients like Radio One, Sixthman, R Family Vacations, and Nickelodeon at Sea

**MEDIA MAVEN** | **PUBLIC RELATIONS MANAGER – STARMARK INTERNATIONAL**  
2009

- Organized a press trip, secured media placements in high-profile publications
- Pioneered Social Media strategies internally and externally

**GHOST WRITER** | **MARCOMM MANAGER – OBM INTERNATIONAL**  
FROM 2005 TO 2009

- Led marketing communication for the company's eight offices
- Crafted editorial copy on behalf of senior architects and placed them in consumer magazines throughout the regions the company operated

**CRISIS RESPONDER** | **PR SPECIALIST – NORWEGIAN CRUISE LINE**  
FROM 2003 TO 2005

- Front-line communicator during a crisis
- Played a major role in the port operations of events

**WORLD CITIZEN** | **COPYWRITER – PRO BONO**

Provide content help and expertise to women entrepreneurs and philanthropists: • All Abroad • Bound Magazine • Compass • Lighthouse Realty  
• Lion's Compass • SoulSpeak Wellness

**EDUCATED** | **B.A. ENGLISH - FIU**  
2001