

# Marianela (Mari) de Armas

WRITER | STRATEGIST | STORYTELLER | CONTENT GURU

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## CURRENT CLIENT LIST

Hum by Verizon  
*Bilingual App Content, Product  
Strategy, Video/Animation Scripts*



Regent Seven Seas Cruises  
*Web Content Development,  
Brochure Copywriting, Video  
Scripts, Destination Guides*



Karisma Hotels & Resorts  
*Bilingual Content Development,  
Brochure Copywriting*



## EDUCATION

BA | English  
Florida International  
University (FIU) 2002

## 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

## 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

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## BLOG CONTRIBUTOR

Lion's Compass  
A Cuban's Guide to L.A.  
Relativity  
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

## 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.

- Developed the concept and content of a new website
- Wrote in the voice of several executives
- Created a brand identity and style manual
- Established a corporate giving initiative for a scholarship fund for future architects
- Wrote/placed 52 articles in a year

## Public Relations Specialist | NCL | 2003-2005

Over the years, 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.

- Assisted in the filming of the Emmy Award-winning documentary All Aboard! Rosie's Family Cruise and the daily live broadcast (5 shows) of Live! With Regis and Kelly
- Coordinated christenings, inaugural season events and press trips
- Handled sensitive information and coordinated crisis communications