



VIVIANA SOTO

CONTACT

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Viviana Soto is a passionate Puerto Rican with a solid background in marketing and business development. Her passions include strategizing, finding creative ways to doing conventional things, traveling, playing tennis and meeting new people. After two years in the Integrated Marketing team, she is looking to explore new areas of the marketing department where she can continue challenging herself while working to achieve business goals.

SOFTWARE

Microsoft Office Suite Filemaker Pro
iWork Hyperion
Adobe Photoshop Power BI
Mac OSX
Windows
AS400

LANGUAGES

English 
Spanish 
Portuguese 
Italian 

EDUCATION

MAY 2016 • MBA, International Business & Marketing
University of Miami Miami FL

DEC 2012 • BS, Marketing Communications
Emerson College Boston MA
Cum Laude

EXPERIENCE

PRESENT

Lead, Integrated Marketing & E-Commerce

APRIL 2017 • Royal Caribbean Cruises LTD. Miami FL

Closed 2017 with a 10% increase in brand promotions. Strategically enhanced our campaigns by creating more segmented versions of promotional campaigns & digital and traditional assets.

- Work closely with Revenue Management, Marketing and Sales to build retail strategy and integrated communications plan aligned with strategic marketing objectives in relation to business/revenue needs
- Own year-round retail marketing campaigns from ideation, briefing creative and delivering assets for regional and national plans
- Plan and execute web merchandising along with developing, executing and reviewing merchandising testing to obtain results that lead to actionable plans
- Partner with the CIU team to build capabilities for tracking effectiveness and ROI for each campaign and own weekly web merchandising report to address any areas of opportunity and optimization
- Work closely with marketing analytics team to consistently monitor overall promotional and product performance, DMA behavior and web test results

APRIL 2017

Account Executive, Integrated Marketing

APRIL 2017 • Royal Caribbean Cruises LTD. Miami FL

MAY 2016 Worked with all marketing teams to create and position 90+ strategic retail campaigns aimed at increasing bookings and building momentum around need products.

- Act as the marketing integration specialist among sales, revenue and other departments to ensure strategic positioning for all communications.
- Interact with web, e-commerce, social, brand and customer marketing teams to set communications platform and oversee execution and alignment for 90+ tactical/retail campaigns directed at consumer target.
- Manage and execute retail marketing calendar promotional tactics from brief to deployment and own integrated marketing calendar, including strategy, messaging and distribution.
- Work with marketing analytics for integrated campaign management and analytics to evaluate results and consumer insights.

MAY 2015

GBC Project Manager

FEB 2015 • Boston Scientific, Colombia

- Performed a thorough research of the Colombian healthcare system that included interviews with internal employees, VP of health of SaludCoop, Director of the Medical Device Chamber for ANDI and overall regulation analysis.
- Analyzed financial statements, reports, and price regulations to understand the impact of such in BSC Colombia's bottom line
- Traveled to Colombia for two weeks to perform in-depth market research and analysis in order to present a thorough strategy that addressed the company's goal of maintaining its competitive position despite new pricing regulations

JUN 2015

Business Development Manager

JAN 2013 • America Petroleum CO., INC Toa Baja, PR

Reported to the comptroller. Directed sales and marketing department to increase sales, developing and implementing innovative marketing strategies to promote the brand locally and internationally.

- Increased lubricants sales by 38% in the 1st year by restructuring sales department, leading six regional sales representatives, implementing new sales and marketing strategies, and optimizing an electronic client database to streamline follow up system and promote efficiency and increased results
- Worked in product development for the American Quality Lubricants brand by initiating competitive and consumer research, re-creating the brand's image, packaging, collateral, and online presence, and creating advertising campaigns through Spanish Broadcast System, Univision, Caribbean Business and others, to promote company's services as a tactic to re-position the brand on the market
- Directed monthly sales meetings to discuss new objectives and short-term goals, analyze sales figures and review sales representatives' leads and client visits