

# KERI-ANN CHIN-SANG

## MARKETING & PRODUCT DEVELOPMENT LEADER

### CONTACT



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### WHO I AM

“ I’m a tenacious brand leader who has collected 14 years of case studies by transforming some of the world’s most beloved brands. I’ve proven my ability to establish positive relationships with cross-functional teams and lead with a hands-on approach. Equal parts creative storyteller and strategic thinker, I have been trusted by global brands to design and launch their marketing campaigns and product experiences around the world. ”



### EDUCATION

#### 2011-2012

Florida International University  
**M.S. Global Strategic Communications**

#### 2006-2009

University of Florida  
**B.S. Business Marketing**  
**Minor in Communications**  
**Cum Laude**



### SOFTWARE PROFICIENCY



InDesign



Photoshop



Illustrator



Lightroom



### THINGS I LIKE



Motorsports



Travel



Photography



DIY



### PROFESSIONAL EXPERIENCE

#### ROYAL CARIBBEAN GROUP

**SENIOR PRODUCT MANAGER**, July 2021 - Present

**PRODUCT MANAGER** Sep 2019 - July 2021

- ▲ Develop brand strategy for Oasis Class ship scope to deliver to Royal Caribbean’s long term business goals and strengthen the equity of the brand.
- ▲ Analyze guest satisfaction, revenue and utilization to identify opportunities to grow incremental revenue and enhance the guest experience.
- ▲ Lead a team of product owners and design associates to build and execute concepts for Hotel Accommodations and Food & Beverage.
- ▲ Collaborate with marketing on the go-to-market strategy and positioning for each ship.
- ▲ Partner with analytics leadership to develop and pitch strategic business cases in support of capital investment for new onboard programs and concepts.

#### PRINCESS CRUISES

**MARKETING MANAGER, NEW BUILDS & REVITES**, Feb 2018 - Sep 2019

**ONBOARD GUEST EXPERIENCE MARKETING SPECIALIST**, Aug 2014 - Feb 2018

- ▲ Developed and implemented strategic marketing plans to generate global awareness for Royal Class ships and revitalizations.
- ▲ Leveraged consumer insights to guide product innovation and develop concepts that enhance the onboard guest experience
- ▲ Led all aspects of campaign development, design and execution for email, print, digital, social and onboard.
- ▲ Collaborated with multiple cross-functional teams to develop and bring to market new ships and new onboard venues.

#### COSABELLA | GLOBAL MARKETING ASSOCIATE

Dec 2012 - Jul 2014

- ▲ Spearheaded creative workflow from concept to completion for print, digital, ecommerce, and social campaigns as well as photoshoot production
- ▲ Managed brand consistency across stores in over 68 countries
- ▲ Established relationships with brand partners and media contacts for placements

#### DISNEY PARKS & RESORTS | MINORITY BUSINESS DEVELOPMENT COORDINATOR

Jan 2012 - Dec 2012

- ▲ Supported launch and execution of programs and events to generate leads and partnerships within the woman- and minority-owned business community.
- ▲ Re-designed website to improve consumer engagement and user flow.

#### CHISPA MARKETING | PROJECT COORDINATOR

Jun 2011 - Dec 2011

- ▲ Produced print ads, website wireframes, social media content and other marketing collateral for clients in the tourism, hospitality and family markets.

#### STARMARK INTERNATIONAL | ACCOUNT COORDINATOR

Dec 2009 - May 2011

- ▲ Responsible for development of creative briefs, project timelines, client presentations, and status reports for marketing and advertising initiatives supporting Fort Lauderdale CVB, Port Everglades and Fort Lauderdale Airport.