

KERI-ANN CHIN-SANG

DATA-DRIVEN PRODUCT DEVELOPMENT PROFESSIONAL

CONTACT



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WHO I AM

“ Data-driven product development and marketing professional with over 11 years experience delivering results for global brands. Proven ability to cultivate positive relationships and successfully lead cross-functional teams with a hands-on approach. Inherently curious with strong business acumen to develop strategic and innovative solutions that enhance the customer experience and drive revenue. Let's chat! ”



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



SKILL SET



InDesign



Word



Photoshop



Powerpoint



Illustrator



Excel



Lightroom



Outlook



THINGS I LIKE



Motorsports



Travel



Photography



PROFESSIONAL EXPERIENCE

ROYAL CARIBBEAN GROUP | PRODUCT DEVELOPMENT MANAGER

Sep 2019 - Present

- ▲ Responsible for ideation and execution of new Dining, Beverage, and Entertainment experiences for the largest ships in the world, deploying globally.
- ▲ Analyze guest satisfaction, revenue and utilization data to identify opportunities and make strategic recommendations that improve the guest experience, drive incremental revenue and minimize the cost of ship redeployment.
- ▲ Collaborate with F&B operations on menu development, rollout and QA of new concepts to ensure innovation and authenticity are maximized.
- ▲ Develop Guest Experience Briefs and Concept Playbooks to gain executive alignment on new concept vision and support training of onboard crew.

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
- ▲ Oversaw 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.

GOSABELLA | 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
- ▲ Ensured 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

Jan 2010 - 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.