

RAYNA STARR

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Skills

Content Creation, Adobe, Social Strategy, Production, Art Dir., Creative Dir., Influencers, Management, Retail Buying.

Experience

Aster Place | Founder - Creative Director | MAY 2022 - PRESENT

- Social Consultation, Content Creation, Production: Hotel Chelsea, Café Chelsea, The Bowery Hotel, The Ludlow Hotel, Gemma, Marlton Hotel, The Maritime Hotel, Penny Hotel, el Nico, El Quijote etc. Previous Social Strategy under Shelby Eastman: A Hotel Life, Creagh, AERA, Finger's Crossed, Brazilian Court. For a full client list please inquire.

Rowan | Social and Creative Content Strategist | MARCH 2024 - APRIL 2025

Brand Strategy, Content Production, Content Editing, Brief Management, Copy, Campaign Ideation, Paid Oversight, Reporting, Partnerships Execution, Talent Innovation and Management.

- Content Creation: Oversee the creation of social media content from concept through editing, working with the Creative Director to produce engaging materials for Meta, TikTok, LinkedIn, YouTube, and email campaigns.
- Production: Manage brand content shoots, collaborating closely with the Creative Director and Chief Branding Officer to ensure creative asset production aligns with strategy across: web, social, paid and in store usage.
- Strategy: Develop and manage a comprehensive social media strategy aligned with larger brand goals, influencer marketing, and ambassador strategies with CMO.
- Content + Engagement: Work closely with the CMO and Creative team to lead channel strategy and content development integrating data and insights to drive national engagement and results.
- KPI Monitoring & Financial Oversight: Track and report KPIs to assess marketing success and campaign effectiveness. Prepare marketing materials for senior leadership and manage budget and invoices.

Once Upon A Time | Social Art Director | FEBRUARY 2021 - MARCH 2024

- Creative Direction & Production: Concepted and created on-site shoots for targeted campaigns for brands like SIXTY Hotels. Average of 1.88m% boost in engagement & average of 862.3k% increase in reach on Instagram.
- Social Strategy: Crafted and executed a dynamic social media strategy, showcasing art direction expertise for 8+ accounts across platforms like TikTok, Instagram, and Facebook.
- Content Calendar Creation: Curating calendars with captivating visuals, content creation and persuasive copy.
- Art Directing Graphic Design Teams: Leading and guiding a collaborative team of designers to craft exceptional design assets that resonate with our brand identity.
- Influencer Strategy: Innovating targeted partnerships and nurturing 20+ impactful collaborations each quarter.
- Client List: NBC Universal, Embassy Suites, Yotel, Margaritaville, Panorama Room, Anything At All, Sixty Hotels, CIVILIAN Hotel, NOPSI, 33 Seaport, Higgins, Boro Hotel.

dFM | Social Media Manager & Producer | SEPTEMBER 2020 - FEBRUARY 2021

- Client Shoots: Spearheading creative content production in collaboration with editorial fashion brands in the District such as: Prada, Tiffany, Ferragamo, Emilio Pucci, Versace, Van Cleef & Arpels.
- Social Content & Content Calendar: Spearheaded the ideation and creation of social content for Miami Design District resulting in increased impressions on average by 1.35m% and reach on average by 749.2k%.
- Graphic Design: Infusing artistic innovation into graphic design, conceptualizing engaging stories and static posts like collages that seamlessly align with MDD's brand identity and strategic objectives.
- Influencer Events: Organizing IG and Tik Tok influencer programming for Art Basel with collabs like Louis Vuitton, Basic Space, and Zack Bia which resulted in over 1m organic impressions on IG and on average 1.5m Tik Tok views.

Pushing Six | Public Relations Coordinator | SEPTEMBER 2019 - SEPTEMBER 2020

- Client Pitching, Analysis and Outreach: Pitching and securing coverage in publications.
- Publications: Vogue, The Cut, Forbes, Fortune, Bloomberg, Elle, WWD, Gotham, Cools, Well & Good Guest of a Guest and Domino.

Pure Barre | Director of Marketing and Buyer | NOVEMBER 2015 - SEPTEMBER 2019

- Sales Growth: 10% YoY sales increase, with a \$300,000 spike in one month.
- Retail Buying: Incharge of wholesale buying across multiple locations.

Education

2011 - 2015 | The Boston Conservatory, Boston - BFA