ESTEFANIA AGUILAR
CREATIVE BRAND MANAGER

954-668-3084 Miami, FL www.esaguilardesigns.com esaguilardesigns@gmail.com

EXPERIENCE

FIFA (World Cup 2026 and Club World Cup 2025)
Brand Manager (2025-2026)

• Led brand governance across 51 FIFA departments for the 2026 FIFA World Cup, driving consistent brand standards across stadium event dressings, in-bowl graphics, fan communications, and volunteer experiences.

• Led creative collaboration across 16 host cities in three countries for the 2026 FIFA World Cup, ensuring cohesive brand experiences across FIFA Fan Festivals, FIFA Stores, the Final Draw, and Hospitality events. Evaluated concepts and OOH campaigns to balance global brand consistency with the unique cultural and demographic needs of each market.

• Developed integrated OOH and digital marketing campaigns, including a high-impact Times Square takeover, to build awareness and drive U.S. ticket sales for the 2025 FIFA Club World Cup, expanding engagement in a traditionally under-penetrated market.

Royal Caribbean International
Senior Producer (2018-2024)

• Deck plan content creation for our e-commerce booking funnel for Royal Caribbeans' entire ship fleet. Our newest design guidelines based on research helped sell Icon of the Seas within the first 24 hours of our campaign launch.

• Production and implementation of 360 Virtual Tours on Royal Caribbean's booking funnel. The addition of the fleets' staterooms increased our revenue steadily during and after COVID by more than 22% for three years.

• Creation and curation of content for over 1,200 marketing and editorial pages. The addition of this content in our website increased brand awareness by 17% steadily year after year and skyrocketing in 2024 by 27%.

Burson-Marsteller
Senior Creative (2016-2018)

• Conducted research, analytics reports, and brand assessments which helped FedEx create and localize new social media platforms in Latin America markets. This increased the brands' awareness in Spanish-speaking countries by 63% in the first year of launching.

• Influencer research, campaign development and tracking for the Converse Anti-Hero campaign for the Big Pool Day Event in Brazil. A combination of grassroot, digital takeover and experiential experiences garnered the brand over 800k in free earned media.

• Introduced creative digital practices and guidelines for current clients and adding a creative team to our New Business Pitch Development (RFP) department helped us gain clients like Banco Azteca, Converse, and expand on our current accounts: FedEx, Zebra Technologies and Ford in Puerto Rico.

Young and Rubicam
Talent & Studio Manager (2015-2016)

• Creation and repurposing of CGI end packs, animations, and bumpers globally for the Colgate account. Created 120% return on investment across markets by making assets available, creating guidelines, and digital tutorials.

• Updated and audited over 250 websites for the Colgate account for Latin America. By optimizing assets and including SEO practices the brand increased awareness and impressions in Colombia and the Brazil regions by 72% within the first year.

• Merged Data Asset Management systems globally. Decreased company liability by 92% by creating guidelines, optimizing, and securing correct copyright contracts.

SUMMARY

Brand Manager, Senior Producer, and Creative with 15+ years of experience turning ideas into compelling brand experiences. From creative strategy and art direction to UX/UI and production, I bring together creativity and business thinking to build work that captures attention, strengthens brands, and drives results.

KEY ACCOMPLISHMENTS

Driving Brand Excellence at Global Scale.

Led brand governance and creative collaboration across 51 FIFA departments and 16 host cities, helping deliver a cohesive World Cup experience across diverse markets. The 2026 tournament achieved 99.7% stadium occupancy, 6.8M+ attendees, and 34B digital impressions, establishing new benchmarks for fan engagement and global reach.

Conducted research and optimized deck plan design for the world's largest ship, Royal Caribbean's Icon of the Sea.

Researched and executed a complete redesign of Royal Caribbean's online booking UX and UI, resulting in selling out all staterooms within 24 hours of launching this new ship – a company first.

Analyzed research and released a media audit for Abbott to determine the risk in introducing biosimilars to the Latin America market.

By conducting research among competitors, NGO's and political lobbyist, we were able to determine the risk of entering this new market. With our research Abbott was able to create strategies to launch these cutting-edge biosimilars to key markets in this region with minimal pushback in 2023.

EDUCATION

University of Miami
Major: Creative Advertising
Minor: Psychology
Honors: Magna Cum Laude

Broward College
Major: Business Administration
Honors: Highest Honors & Dean's List

STRENGTHS

Global experience with a focus on Latin America and U.S Hispanic markets.

Fluent in spoken and written Spanish. Managed over 12 different satellite offices in Latin America and lead over 27 different productions in the region.

Solving complex problems creatively.

Extensive experience in both Account Planning and Art Direction gives me the ability to solve problems visually by utilizing research and brainstorming sessions individually and within a team environment.

Polymath Professional with agency and client experience.

Working in various areas across the marketing spectrum has given me the ability to create campaigns and product launches utilizing best practices acquired throughout my career in advertising, social media, public relations and e-commerce.