

Javelyn Aluett Arvay

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81 Auburndale Drive, Ponte Vedra, FL 32081

PROFESSIONAL SUMMARY

- Twenty-two (22) years of diverse industry and cross-functional experience in automotive, travel, healthcare and global business
- Leadership in starting new businesses, build client portfolio, grow P&L and budget optimization of \$120MM+ investments
- Proven track record in leadership of 60+ marketing gurus, virtual teams, partnerships and clients across global markets
- Enabled Korean brand to enter U.S. and LatAm markets through distribution, POP, marketing and placement agreements
- Proven global leadership of business plans for marketing agencies, new business, acquisitions, partnerships and mergers
- Exceptional sales and marketing skills which drive strong relationships with clients (internal/external, wholesale/retail)
- Achiever of \$5MM in savings per CY from 2010 – 2016 for resource optimization and strategic partner and marketing integration
- Right-hand marketing consultant to retail principals, CEOs and CMOs in automotive, electronics, healthcare and travel industries
- Responsible for brand repositioning, retail environment and sales growth of Florida Blue by 24% in Consumer sales
- Exceptional community stewardship to build local and global businesses & active board of directors of various organizations

PROFESSIONAL HISTORY

MOVIDA24, LLC – Marketing & Movement Hub (4/2016 -- Present)

Jacksonville, FL – San Diego, CA

Partner, Chief Client & Planning Officer

- Partner of strategic marketing and communications hub of former executive and C-Suite consultants, dynamic global thinkers and local doers driving business growth strategy, marketing plans, partnership solutions, planning and integration with a strategic focus in B2B and investors looking to expand brands, products & services in the U.S., Europe & Latin America
- Lead client's new business strategy, analysis and assessment for import/export opportunity of brands, products and services
- Strategic c-suite consultant in industries such as retail (Soriana), eCommerce (Open Box), automotive (Mercedes-Benz), healthcare (Florida Blue), travel (AM Resorts), wellness (Sanitas/OrthoNOW) and technology (FoxConn)
- Achiever of distribution, positioning and partnerships for Telecom client new product entering U.S & LatAm market from Korea
- Selected for consultation and guest for numerous conferences and blogs in the topics of global/Hispanic marketing/engagement

GUIDEWELL CONNECT – GUIDEWELL MUTUAL HOLDING COMPANY (11/2010 – 04/2016)

Jacksonville, FL

Sr. Director, Marketing, Client and Creative Services

- Lead enterprise's marketing company of 58+ individuals, 10+ external clients, 12+ internal clients and a portfolio of \$69MM+, which includes driving major brand repositioning and promotional efforts for Healthcare Reform and transformation to B2C
- Lead company's portfolio of brand marketing efforts, including the creation of GuideWell, GuideWell Health and affiliates
- Launched advertising agency and outsourcing platform and built a state-of-the-art studio facility resulting in \$17MM in revenue
- Oversee \$69M+ client marketing budget to drive all promotional efforts driving brand awareness and market share growth
- Lead company's Hispanic marketing capability which supports advertising, digital, experiential and direct marketing
- Drove small business growth, including key partnerships, resulting in record breaking sales of \$2MM in 2015
- Led openings of 22+ retail centers, six medical facilities and two innovation centers in the U.S.

MERCEDES-BENZ USA (1/2004 – 11/2010)

Jacksonville, FL

Regional Franchise Manager (10/2009 – 11/2010)

- Lead strategist of regional franchise activities such as retail transformation and business development, facility upgrades, relocation and buy/sell, market share, customer loyalty and new market for 113 dealers, 40+ markets, 46K annual sales
- Led Review and Bonus, Profit Improvement, GM Evaluation ensuring dealership healthy financial and sales trend status
- Oversaw 65 dealer renovation projects completed by December 2010, a participation rate of 80% and 25 grand openings
- Consulted dealer principals on development of business plans and financial projections from market studies and performance
- Led multi-million dollar facility renovations and environmental design projects for open points driving new brand positioning
- Led regional prospective efforts for open/new market opportunities, dealership candidate recruitment and real estate scoping

Regional Marketing Manager (1/2004 – 9/2009)

- Provided strategic direction and lead advertising, experiential, retail, partnerships and direct marketing efforts for 114 dealers
- Successfully managed a \$45M+ marketing budget to support Mercedes-Benz and Maybach sales and customer experience
- Successfully launched product facelifts and new product launches such as SLR, R-Class, GLK-Class, GL-Class, and Maybach
- Managed agencies, retailer advertising groups, co-op programs, tactical efforts, Tier II initiatives and Tier III integration
- Lead contests that generated incremental volume opportunities with field and dealers such as trips to the Super Bowl
- Negotiated, evaluated and implemented multi-year programs with strategic partners such as Saks Fifth Avenue, Amex, Ritz-Carlton, Marquijets, AMEX, Professional Associations, Sports Associations, Collegiate and Professional Sports

ASTON MARTIN, JAGUAR, LAND ROVER NORTH AMERICA (9/2000 – 1/2004)

Irvine, CA

Market Manager (12/2002 – 1/2004)

- Managed Land Rover's second largest market by providing retailer and regional consultation in all functional areas to increase market share, sales, service absorption, profits, and exceed business objectives for 11 owners in the Southern California market
- Managed Retailer Advertising Association ensuring appropriate usage of marketing funds for media, creative, events and CRM
- Managed distribution process for wholesale. Ensured appropriate retailer inventories and day-supply to fit market needs
- Supervised Parts and Service operations. Ensured CSI scores for Service was at a minimum of 95.0 for the entire region
- Attained 125% sales and 210% wholesale objectives for 2003 representing highest wholesale profit for a market at \$7M+/month

Manager, Merchandising and Alliances (11/2001 – 12/2002)

- Managed Jaguar F1 Racing collections, Land Rover Gear and all lifestyle product categories and licensing relationships
- Managed all retail partnerships such as Neiman Marcus, Nordstrom, Saks, Bloomingdale's, Visa and REI
- Managed licensing partnerships and suppliers such as POS firms, exhibit houses and promotional in the USA and UK
- Responsible for all trade show programs, environment design and representation at retailers, auto shows and events
- Managed promotional and Hispanic PR efforts for MM dollar projects such as Austin Powers, James Bond 007 and media
- Responsible to design, develop and establish "Jaguar & Land Rover Boutique Centers" at retailers and high-end malls

Multicultural Marketing and Communications Manager (9/2000 – 11/2001)

- Developed the multicultural marketing department and Diversity Advisory Board for Ford Motor Company Luxury Brands
- Increased Jaguar's multicultural market share from 12% to 16% and Land Rover's from 13% to 17% in 2001
- Successfully established and managed partnerships with multicultural companies such as SpikeDDB and Zubi Advertising
- Led non-traditional targeted efforts such as the launch of Janet Jackson's "X-TYPE All for You" Tour and campaign
- Managed successful media partnerships such as Black Enterprise, Latina magazine ride and drives and Hispanic Business awards
- Managed and optimized \$13M+ multicultural media budget to support all vehicle launches and marketing efforts
- Spokeswoman for all Hispanic media interviews, to include product launches, auto show press conferences, TV, radio and print

NISSAN NORTH AMERICA, INC. (5/1997 – 9/2000)

Gardena, CA

Market Representation Specialist, Infiniti Division (5/1999 – 9/2000)

- Identified market opportunities increasing qualified dealer body and ensure accurate brand positioning in the Western region
- Supported dealer buy/sell, terminations, new points, renovation and relocation packages and prospecting of new dealers
- Tracked dealer performance, facility standards, flooring, financial statements, capitalization/profitability and sales penetration

Marketing Specialist, Infiniti Division (5/1997 – 5/1999)

- Managed and tracked \$18M+ marketing and advertising budget and promotional programs for the Infiniti Western Region
- Assisted with the creation, launch and management of Infiniti's First Web site for local presence optimization
- Revised media flowcharts and advertising creative with management and advertising agency
- Developed dealer incentive programs, sales objectives and competitive product price-points
- Supported vehicle logistics for key sponsorships such as The Nissan Open in Los Angeles, California

ILLINOIS STATE UNIVERSITY (1/1996 – 6/1997)

Normal, IL

Public Relations Intern

- Created International Student monthly newsletter and daily tours promoting ISU abroad and led international student efforts

AT&T ANDINA (6/1994 – 6/1995)**Caracas, Venezuela****Marketing Coordinator**

- Liaised AT&T Executives and Venezuelan Government officials. Supported generation of over \$2MM in new business

CALVO HITCHER ADVERTISING (11/1992 – 8/1993)**Caracas, Venezuela****Freelance Designer**

- Designed creative campaign for new Alberto VO5 hair product brand, *Only Specific*, for Latin American and Caribbean markets

INTERCONTINENTAL HOTEL AND SUITES (04/1990 – 11/1992)**Caracas, Venezuela****VIP Coordinator**

- Coordinated VIP experience for all suite guests to include celebrities and executives from multinational organizations

EDUCATION – worked full-time while attending school

- Marketing Strategy in the Digital Age Executive Certification, Cornell University (In-progress) **Online Program**
- Leadership Jacksonville Alumni, Class of 2015 **Jacksonville, FL**
- Kellogg School of Management Change Leadership Program (2012) **Chicago, IL**
- Bachelor of Science in Public Relations. Illinois State University (1997) **Normal, IL**
- Hospitality Management and Business French Certificate. Eurocentre School of Languages (1994) **Paris, France**
- Associates of Arts in Graphic Design, Santa Monica College (1993), Honors **Santa Monica, CA**
- Associates of Arts in Advertising, Universidad Jose Maria Vargas (1989 – 1992) **Caracas, Venezuela**

SKILLS AND OTHER

- Fluent in Spanish. Conversational in French
- Board of Directors of Prospera Hispanic Business Initiative Fund, supporting economic development through small businesses
- Board of Directors of Child Guidance Center, supporting children's and family's mental health issues and well-being
- Stevie Awards recipient for most integrative Provider marketing campaign, GuideWell Emergency Doctors, May 2016.
- Stevie Awards recipient for pioneering product category, experiential marketing, GuideWell Connect, September 2015.
- Founding and active volunteer and chair of the Jim and Tabitha Furyk Foundation annual Furyk's and Friends fundraising event
- Chair of the "Taste of the NFL" Northeast Florida for 2013-2014
- Recipient of Illinois State University, *2006 Outstanding Young Alumni Award* – Normal, IL
- Recipient of Santa Monica College, *1993 Outstanding Latino Award* – Santa Monica, CA
- Successfully graduated from the Mercedes-Benz Advanced Leadership Development Program 2008
- Former Marketing Consultant to the CEO of United Airlines Latin America, Coral Gables, FL
- Former Board Member of the Diversity Advisory Board – Ford Motor Company (2001 – 2004)
- Former Board Member of Junior League of Miami-Dade (2003 – 2004)
- Hobbies include: Languages, film, music, travel and sports