



# RAFAELLA KANBAR

360 CX LEADER, SPEAKER, MENTOR

Portfolio: [WhyRafa.com](http://WhyRafa.com)

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## MEET RAFA

With 15+ years of experience building global brands, Rafa reimagines CX by challenging norms, sparking ideas, and turning friction into fuel for innovation. She translates customer journeys into fully integrated campaigns—connecting every touchpoint and bringing the right people together at the right moments to bring ideas to life.

Creator of a strategic, authenticity-driven [Personal Branding](#) framework; trusted speaker inspiring 300+ professionals across marketing, ERGs, and student organizations through her signature workshop, *Unleash Your Superpowers*.

### As seen on:

- [Miami Latina Expo](#): "Tu Voz Como Marca"
- [PharmaVoice](#): "Visionary Leader Shaking up Pharma"
- [Healthcare Businesswomen's Association](#): 2023 Rising Star, 2024 Innovator Award (Marie Curie)

## SKILLS

- **Digital & AI strategy:** Organic & paid social, CRM, websites, video, Google Ads Certified, data & reporting
- **Brand foundations:** Communication architecture, messaging, positioning
- **Speed fire ideation:** Workshop design and facilitation, brainstorm host
- **Audience & omnichannel:** Personas, journeys, focus groups & co-creation, content strategy, activation
- **Non-traditional:** Partnerships, experiential, events, sponsorships
- **Creative design:** UX strategy, Photoshop, Illustrator, Figma (foundational only)
- **Leadership & operations:** Culture building, agile ways of working, change management, vendor audits
- **Global & diverse expertise:** Fluent Spanish & Portuguese; experience across healthcare, travel, tech, retail, and CPG

## EXPERIENCE

### TBWA\WorldHealth (Omnicom Health)

REMOTE, June 2022 – PRESENT

#### SVP, Experience Strategy (June 2024 – Present)

Key lead shaping agency's new vision & strategy, IMPACT, rooted in CX. Led creation of new frameworks, processes, and training.

- Co-founded TBWA's first CX department in partnership with Data, Tech, and UX leads; overseeing scoping and capability build
- Founded Omnicom Health's first Experience Strategy group, uniting 100+ strategists to scale CX capabilities and offerings
- Led co-creation sessions with patients, HCPs, and caregivers, expanding agency offerings to include UGC summits

#### VP, Group Director, Experience Strategy (Jan 2023– June 2024)

Scaled the Experience Strategy team, leading omnichannel experience ecosystems and content strategy for brands including BMS (Breyanzi), Regeneron (Libtayo), AstraZeneca (Lynparza, Camizestrant), and Bayer (NUBEQA), and new business.

- Led 8+ high-impact experience workshops, crafting agendas, facilitation flows, and hands-on activities that empowered 200+ cross-disciplinary participants to elevate healthcare experiences & digital roadmaps
- Recruited into TBWA's global leadership programs as a speaker and mentor; supported a 1-week agile sprint in Amsterdam, guiding cross-functional teams to pitch bold experience ideas to McDonald's client

#### VP, Experience Strategy (Jan 2022 – Jan 2023)

Developed HCP & Consumer Experience plans for Moderna, bluebird bio, Repatha, Adempas, Entresto, with a focus on product launches (website & CRM). Key lead for activation, pitch, and tactical planning across the agency.

- Selected for Tiger Academy —TBWA's leadership program recognizing 30 Rising Stars from across the worldwide network

### Zimmerman Advertising (Omnicom)

MIAMI | Jan 2020 – Jan 2022

#### VP, Experience Strategy

#### Prior role at Zimmerman: Director, Experience Strategy (Jan 2020– June 2021)

Evolved into department lead, expanding offerings from organic social to CX; mentored team of 8 and oversaw +15 clients (Clients included: KAY Jewelers, Five Below, EltaMD, JetBlue Vacations, McDonald's, Planet Fitness, Jet's Pizza, and more.)

- Innovated CX processes across journey design and social/digital briefs; launched a team podcast and built an in-house Content Studio to enable agile social content creation
- Launched KAY's #LoveIsUnstoppable campaign 1 week into COVID—among the first campaigns featured in **Ad Age**—followed by Neil Lane engagement ring contests celebrating couples getting engaged and married during shutdown
- Led KAY's UGC & influencer strategies, including Pride #EveryKiss (500K engagements) and Jonathan Bennett NYE TikTok trend
- Developed agency-wide experience, social, and content strategy frameworks & tools, with a focus on immersive commerce

## Carat Media (Dentsu International)

NY | Dec 2017 – Jan 2020

### Associate Director, Paid Social

Served as social lead for Microsoft across 3 lines of business, partnering with cross-functional teams, creative agencies, and platform partners to plan and activate multi-million-dollar media budgets; mentored and scaled the team.

- Built strong client partnerships that shifted paid social activation from a 3<sup>rd</sup> party to Carat, expanding the team from 2 to 5
- Pitched and launched 1st to market media buys such as Twitter's Spotlight Trend + First View (500% conversation lift and +29% purchase intent lift), led live 'war rooms' for major product launches and new ad format monitoring
- Established social KPIs, learning agendas, and attitudinal research for US & global – creating unified process & best practices
- Led global paid social reporting and delivered social strategy and activation training for EMEA and APAC media agencies

## DKPeople Creative Agency

MIAMI | April 2012 – Oct 2017

### Director, Interactive Content

#### Prior roles at DKPeople: Social Media Manager, Experience Designer & Social Lead, Junior Experience Designer

Led transformation from traditional ad agency into digital AOR for Delta LATAM & USH, launching & scaling agency capabilities.

- Launched Delta's Brazil Fanpage from 0 to 1M fans, ranking #1 in Engagement Rate among competitors (**Communicator Awards**: Silver Content Effectiveness- 2013 & 2015)
- Led USH #MyNextTripBackContest social campaign, amplified by +30 influencer partnerships- winning stories generated 3.4M views (**Communicator Awards**: GOLD Social Excellence, Silver Social Videos)
- Led Delta's Rock in Rio (largest music festival in the world) sponsorship from creative ideation through on-site execution- directing a team of 20; photobooth bag-tag activation ranked #1 most loved brand activation by attendees
- Ideated and produced a branded TV episode and webisodes hosted by a Brazilian celebrity; managed logistics, timelines budgets, negotiations with hotels & car services, video shoots across US & Brazil (**Communicator Awards**: Silver Social Videos)
- Led partnership activations for Delta & GOL; including a contest and video series; planned production and directed crews and flight attendant as on-screen talent across Brazil and US shoots (**Communicator Awards**: GOLD Content Marketing Excellence)
- Crafted non-traditional activations, including "Wake up in NY," turning a park in São Paulo into "Little NY" to drive a social contest (42k sign-ups), and an immersive OOH experience for Delta in LA (**Silver ADDY**)

## Starcom Mediavest

MIAMI | June 2011- Aug 2011

### Intern, Search & Digital Analyst

Partnered with Digital Directors across Latin and Central America to optimize SEO/SEM performance, translating search, cultural, and social insights into creative and media optimizations. (Clients: Oral-B, General Electric, Ariel, Blackberry, Samsung).

## EDUCATION

### BJ Fogg Design Lab Behavioral Science Lab | Boot Camp Stanford University

May 2023

### MA Digital Strategy & Emerging Technology (with Distinction) | University of Florida

May 2023

### BS Creative Advertising & Design, Marketing Minor | University of Miami

Dec 2011

## LEADERSHIP & COMMUNITY-BUILDING

- Miami Ad School Adjunct Professor: Brand Called You (Summer 2025)
- Miami Event Planning Director & Board Member, Healthcare Businesswomen's Association (Jan 2024-June 2025)
- Founder of EmpowerX (Empowering Experiences): Personal Branding Events & Workshops
- Mentor at Omnicom's Omnipower program (Jan 2023- May 2024)
- TBWA Global Leadership Programs: Tiger Academy (Student), Sea Legs (Speaker), Wright Academy (Mentor)
- Member of TBWA Global Innovation Group (NEXT)
- Founder of Omnicom Health's 1<sup>st</sup> Network-Wide CX Group (Experience Club)
- Member of Omnicom Health's Tech, AI & Innovation Group (Digital Fusion)