



RAFAELLA KANBAR

360 CX LEADER, SPEAKER, MENTOR

Portfolio: WhyRafa.com

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Rafa reimagines customer experiences by challenging the status quo, sparking new possibilities, and building bridges across teams and disciplines. With 15+ years shaping global brands across healthcare, travel, technology, retail, and more- she creates integrated experiences that connect brands with people in the moments that matter.

Creator of The-Inside-Out Method [Personal Branding](#) strategic framework; Rafa is a trusted speaker inspiring 300+ professionals across marketing, ERGs, and student organizations through her workshop, *Unleash Your Superpowers*.

- [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
- **Audience & omnichannel:** Personas, journeys, focus groups & co-creation, content strategy, activation
- **Project management & operations:** Culture building, agile ways of working, change management, vendor evaluation
- **Brand foundations:** Communication architecture, messaging, positioning
- **Non-traditional:** Partnerships, experiential, events, sponsorships
- **Global & diverse expertise:** Fluent Spanish & Portuguese
- **Speed fire ideation:** Workshop design and facilitation, brainstorm host
- **Creative design:** UX strategy, Photoshop, Illustrator, Figma (foundational only)
- **Leadership & innovation:** Sprints, training & development, emerging trends tracking

EXPERIENCE

Wildtype, previously 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 new frameworks, processes, and various trainings.

- Co-founded TBWA's first CX department in partnership with Data, Tech, and UX leads; overseeing scoping and capability build
- Spearheaded agency-wide AI capability building, driving 2X growth in AI tool adoption, and record-breaking utilization
- Founded Omnicom Health's first Experience Strategy group, uniting 100+ strategists to scale CX capabilities and offerings
- Led collaborative sessions with patients, HCPs, and caregivers, to co-build tools, products, and generate UGC content

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

Scaled the Experience Strategy team, leading data-driven omnichannel 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 strategies
- 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.

- Attended Tiger Academy, TBWA's leadership program recognizing 30 Rising Stars (selected from 10,000 employees worldwide)

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 #LovelsUnstoppable 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 transitioned paid social activation from a third-party vendor to Carat, expanding the team from 2 to 5 members and generating approximately \$300K in incremental agency revenue.
- 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 Latina Expo Panelist: "Tu Voz Como Marca" (Your Voice as a Brand)- 2026
- 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 Omniwomen 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 1st Network-Wide CX Group (Experience Club)
- Member of Omnicom Health's Tech, AI & Innovation Group (Digital Fusion)