



RAFAELLA KANBAR Omnichannel Orchestrator

SVP Experience Strategist sparking ideas and leading teams to unleash empowering experiences.

- "Visionary Leader Shaking up Pharma" - [Pharma Voice](#)
- [HBA](#) 2023 Rising Star & 2024 Innovator Award (Marie Curie)

📞 305.904.0122

🌐 WhyRafa.com

🌐 linkedin.com/in/rafaellak

✉️ rmedeiros29@gmail.com

🌐 Portuguese & Spanish

📍 Miami, FL

EDUCATION 🎓

MA Comms Digital Strategy & Emerging Technology
University of Florida
May 2023 with Distinction

BS Creative Advertising & Design, Minor in Marketing
University of Miami, Dec 2011

BJ Fogg Stanford Design Lab
Boot Camp, May 2024

PASSIONS 💖

- [Personal Branding](#) Coach
- Miami Ad School Adjunct Professor: Brand Called You
- [HBA](#) Miami Events Director 2024-2025
- [OmniWomen](#) Mentor (2024)
- [TBWA](#) Global Leadership Program Mentor & Speaker
- Innovation & digital ([NEXT](#))

CREATION TOOLS 🛠️

- **Brainstorm & journey:** Miro
- **Data:** OmniHealth / Omni
- **Organic & Paid Social**
- **Design:** Photoshop, Illustrator
- **Storytelling & planning:** Keynote, AI tools, Airtable
- **SEM:** Google Ads Certified

TBWA\WorldHealth (Creative Agency), Omnicom Health Group / NY, Remote

SVP, Experience Strategy

June 2024 - Present

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

- Co-founded agency's first CX department partnering with Data, Tech, and UX leads
- Created Omnicom Health's first Experience Strategy group, uniting +100 strategists

VP, Group Director Experience Strategy

Jan 2023 - June 2024

Grew Experience Strategy team, led omnichannel, experience ecosystems, and content strategy for clients like Breyanzi, Regeneron, Lynparza, and new business.

- Orchestrated energizing and fun omnichannel workshops, customer-first innovation brainstorms- empowering 50+ attendees to elevate healthcare experiences

VP, Experience Strategy

Jan 2022 - Jan 2023

Developed HCP & Consumer Experience plans for Moderna, bluebird bio, Repatha, Adempas, Entresto, focused on product launch (website & CRM) and new business.

- Selected for [Tiger Academy](#), a leadership program for TBWA's 30 global Rising Stars

Empowering Experiences LLC, Personal Branding Coach & Speaker

Founder

July 2023 - Present

Developed an authenticity-driven branding framework; leading workshops for brands like Johnson & Johnson, HBA, and MAIP, and guide small businesses in co-creating brand identities.

Zimmerman (Full-Service Ad Agency), Omnicom Group / Ft. Lauderdale, FL

- VP, Experience Strategy

June 2021 - Jan 2022

- Director, Experience Strategy

Jan 2020 - June 2021

Evolved into CX department lead, mentored team of 8 and directed 15+ clients (KAY, Five Below, EltaMD, JetBlue Vacations, McDonald's, Planet Fitness, Jet's Pizza etc.)

- Launched KAY #LovelsUnstoppable just one week into COVID, featured in [Ad Age](#)
- Drove KAY's UGC & influencer campaigns: Pride [#EveryKiss](#) (500k engagements), NYE TikTok trend with Jonathan Bennett, and Neil Lane engagement ring contests in 2020
- Innovated CX processes, including journey design, briefs, podcast, Content Studio
- Built experience from awareness to loyalty with a focus on 'immersive commerce'

CARAT (Media Agency), Dentsu International / New York, NY

Associate Director, Paid Social

Dec 2017 - Jan 2020

Served as social lead for Microsoft, mentored team, partnered with cross-functional teams, creative agency, and social partners to plan & activate multi-million budgets.

- Built client rapport resulting in paid social activation shifting from 3rd party to Carat
- Launched 1st to market media buys like Twitter's Spotlight Trend + First View (500% conversation lift and +29% purchase intent lift), hosted 'war rooms' for live monitoring
- Established social KPIs, learning agendas, and attitudinal research for US & Global
- Led global paid social reporting, hosted social strategy & activation trainings (EMEA/APAC)

DKPeople (Creative Agency) / Miami, FL

April 2012 - Oct 2017

Director, Interactive Content Prior roles: Social Media Manager, Experience Designer & Social Lead, Junior Experience Designer

Transformed agency from traditional to digital, launching social, influencer, and experiential capabilities for Delta LATAM & USH.

- Launched Delta's Brazil Fanpage to 1M, ranked #1 Engagement among competitors
🏆 Communicator Awards: Silver Content Effectiveness (2013 & 2015)
- Led #MyNextTripBackContest social campaign, partnered with +30 influencers
🏆 Communicator Awards: GOLD Social Media Excellence, Silver Social Branded Videos
- Led Delta's Rock in Rio sponsorship creative strategy & production and on-site team of 20; lounge photobooth ranked #1 most loved brand activity by festival attendees
- Planned a branded TV episode & webisodes hosted on social & Delta planes; led crew & celebrity host across US & Brazil, handling all logistics, budget, and negotiations
🏆 Communicator Awards: Silver Social Branded Videos
- Created partnership activations, including Delta & GOL's Friendship Day contest & video series; directed production crew & flight attendants across US & Brazil
🏆 Communicator Awards: GOLD Content & Marketing Excellence
- Crafted non-traditional activations like: "Wake up in NY," turning a park into "Little NY" promoting a social contest (42k sign-ups) and Delta's immersive OOH (🏆 Silver ADDY)

Starcom (Media Agency)/ Miami, FL Search & Digital Anayst Intern

Summer 2011