




CARA ARANETA

BRAND CONSULTANT &
EXPERIENCE CURATION

CONTACT

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SKILLS

- Creative Team Management
- Brand & Creative Strategy
- Empathy
- Strong Project Management
- Communication Skills

ACHIEVEMENTS

Etéreo Auberge Collection
 Travel & Leisure - IT List 2022
 Architectural Digest - Great Design Award Winner
 Conde Nast Traveler Reader's Choice Award

KA'ANA RESORT
 Hotel video won SLH Hotel Video of the Year 2013 -2015
 2016 World Travel Award
 Direct Revenue: 2012: 34% of total; 2013: 61% of total; total revenue grew 11% overall YoY

ITZ'ANA RESORT & RESIDENCES
 -Itz'ana (opening Jan. 2018) has sold US\$12M / 80% of it's Phase 1 Residences.
 Travel & Leisure calls Itz'ana "putting Placencia on the map"
 Vogue 2016 voted one of their top 7 Next Best Destinations

IITZ'ANA HOME COLLECTION
 Featured in Architectural Digest as "one of the best collections at ICFY NYC 2015"

PROFILE

A multifaceted Creative Director with a sweet spot for creating connections for brands through experiences. I built a consultancy working with purpose-driven hospitality brands and female entrepreneurs around the world. I love leading teams and have a passion for storytelling with the resourcefulness to build innovative ways for each business to thrive.

WORK EXPERIENCE

Creative Director HelloCara
2018 - Present

Freelance consultant and founder of a micro-studio, Hello Cara. I partnered with hospitality brands and female entrepreneurs to provide strategic and creative services, from brand identity to experiential design. I worked closely with business owners and stakeholders to understand their goals and objectives, identify talent, and manage projects from start to finish. My expertise in strategy development and execution allowed me to enhance existing brands and create new multi-dimensional identities that aligned with the client's vision. Additionally, I had an eye for detail and quality, ensuring that all work delivered on each project met the highest standards of craftsmanship and implementation. My contributions helped establish my studio as a go-to resource for high-quality creative services within the hospitality and female entrepreneurship sectors.

Area Director of Experience Auberge Collections
2021-2022

- Led experience strategy for Auberge Collection in the Mexico region, establishing and executing programming and projects that align with the property's DNA and positioning, with a focus on opening Eteréo in Riviera Maya and Suseros, as well as task forcing for properties like Hotel Jerome (Aspen) and Primland (North Carolina).
- Planned, project managed, and collaborated with inter-departmental teams to establish standard operating procedures for core experience programming and assist in the development of daily rituals that bring the resort's spirit alive for its guests and members.
- Planned and executed an opening event for Eteréo, featuring work with artist Paolo Montiel and host Hector Esrawe.
- Established and maintained relationships with local partners and vendors to initiate and enhance the brand's unique story with reliable, bookable activities, adventures, and programming.
- Supported the curation of design elements as needed for programming, for use in resort spaces.
- Activated holiday events with well-designed and intentional ways to create relevant, unprecedented, and memorable guest experiences.
- Interviewed and set up an internal team and systems for onsite Experience Curators.

Founder Las Brujas
2019 - Present

As the founder of Las Brujas, I created a safe and empowering community for women to connect and transform through experiential events. I designed and produced unique monthly gatherings, with a focus on fostering vulnerability, creativity, and collaboration among participants. Through my work, I established a thriving ecosystem based on local partnerships, highlighting talented facilitators and supporting marginalized communities. I managed all aspects of the events, including budgeting, marketing, and logistics, and ensured a high-quality experience for all attendees. My efforts contributed to the growth and success of Las Brujas as a platform for female empowerment and community building.

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EDUCATION

BFA, FASHION INSTITUTE OF TECH SUNY

HOBBIES

Travel

Yoga

Reading

Meditation

Watercolor

Culture Writer

Trendland
2019 - 2021

Contributor for Trendland, an online design and trend platform covering art fairs, hotels, and travel.

Model & Commercial Actress

Yanga Talent MX | Blackwell Files SF
2017 - Present

Model and actress for commercial projects and hotels. Recent projects include Nike Running and Paramount Plus series, 15th hour

Associate Creative Director

Shutterfly
2016 - 2018

As a creative manager, I oversaw a team of seven individuals and spearheaded new digital initiatives for social content and brand videos. I collaborated closely with the marketing team to lead creative content for social media campaigns, ensuring alignment with the brand's vision and goals. Additionally, I worked closely with the creative teams to establish, document, and enforce brand standards across all platforms and mediums, delivering a consistent and cohesive brand experience to customers. I utilized my expertise to create innovative marketing executions across all channels, in line with the brand strategy and campaign needs. Lastly, I drove the innovation of creative systems and processes for the digital teams, identifying opportunities for improvement and growth. My efforts resulted in a high-performing team and increased brand visibility and engagement.

Founder & Creative Director

Marca Swim
2014 - 2016

At Marca Swim, I created from the inception, brand, design, and production of a 10-piece capsule collection of luxury swimsuits, which were sold to high-end hotels such as Aman and Grace. Each piece was meticulously crafted in New York City's garment district using premium fabric from Italy, ensuring the highest quality standards. I worked with a team of skilled professionals to manage the entire production process from sketch to delivery, ensuring timely and cost-effective execution. In addition, I presented the collection at Miami Swimweek 2016, gaining exposure for the brand and securing a feature in Vogue. My efforts contributed to the success of the brand, and I gained valuable experience in project management, production, and team leadership.

Design Director

Foundry Collective
2011 - 2016

I led the design direction for all rebrands and new property initiatives, built an internal creative agency, and managed brand continuity for offline and online experiences. Additionally, I sourced local creative partners such as furniture designers and textile makers, as well as collaborating with external agencies. One of my significant accomplishments was launching their largest project to date - a 90-bed luxury resort and residences in Placencia, Belize - and an offshoot furniture line called Itz'ana Home, in partnership with Samuel Amoia. My efforts resulted in creating an award-winning boutique hotel, recognized by SLH in 2014 as the best in LATAM.

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TO WHOM IT MAY CONCERN,

Since I can remember, I have had a keen interest in comprehending human behavior and culture. I find the power of empathy and design to connect people key to bringing about positive change. This interest has fueled my career thus far, enabling me to delve into various industries like fashion, tech, and hospitality across multiple countries. As a result, I now assist small to medium-sized businesses that are making a positive impact by helping them communicate their story to the world.

My Career highlights include:

- Founding Las Brujas, a safe space that empowers women through transformative experiences while at the same time supporting marginalized communities.
- Have opened 4 new luxury hotels in Belize and Mexico.
- Worked in Silicon Valley leading a team of 7 creatives and rebranding a 20-year-old company.
- Supported countless female entrepreneurs in building their businesses.
- Launched Marca, my swimwear line, featured in Vogue and Miami Swim week, and was sold at Aman Hotels.

SINCERELY,



CARA ARANETA
