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(HUMANIZING)A BRAND IS THE GAME-CHANGING DYNAMIC OF CONNECTING WITH AUDIENCES THROUGH CULTIVATING BRAND SQUITY. IT'S THE HOLISTIC APPROACH FOR ANY COMPANY, USING STRATEGY AND SOCIAL ARCHITECTURS FOR DESPER IMPACT.

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I built a <u>consultancy</u> working with high-touch editorial drive hospitality brands internationally. With over 15 years of creative strategy, brand development, and design experience, I aim to craft beautiful, smart, and inspired work focused on your business goals while making your life easier. New York design trained and leadership honed in Silicon Valley. I've art directed, content created, UX, copywrote, storyboarded, directed, and brand campaigned. Gone solo, led a team, built a team, you name it I've likely done it—all with style, thoughtfulness, and authenticity.

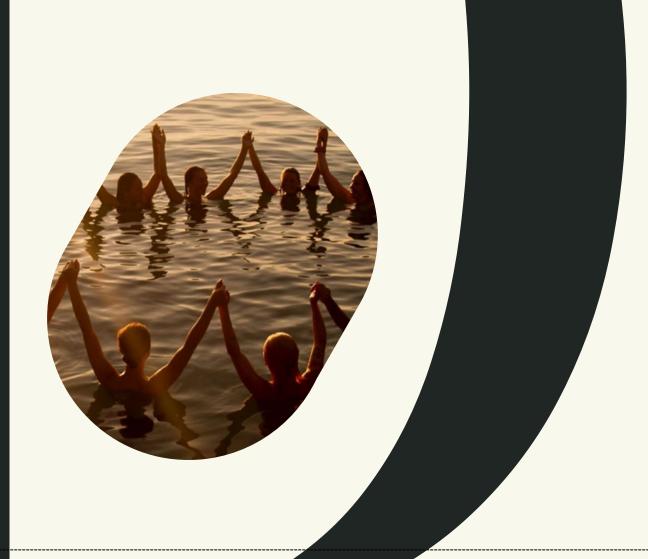
Obsessively curious, a lover of a good outfit, a doodler, writer, and community builder, with a mission to work with brands that want to do good.

From my earliest memories, I have had a profound fascination with comprehending human behavior and cultural dynamics.

HELLO CARA IS

bold experienced curious beauty empowering strategic gentleness vibrant expansive leadership brave problem solver creative playful forward thinking openness design thinking luminous seasoned





DNA

"THE SHARING OF IDEAS AND EXPERIENCES IS WHAT MOVES HUMANITY FORWARD."

- DESIGN BRED IN NEW YORK CITY
- SILICON VALLEY LEADERSHIP
- FASHION & HOSPITALITY (NYC, MIAMI, INTERNATIONAL)
- FUELED BY CURIOSITY
- PROUDLY INDEPENDENT
- KNOWS HOW TO MAKE LEMONADE FROM LEMONS

CAPABILITIES



Community building and experiences are crucial as they foster a sense of belonging, collaboration, and loyalty. Helping brands reach new audiences and captivating storytelling.

- Experience Curation & Cadence Strategy
- Create Programming & Guest Journey
- Guestlist
- Experience Audit
- Engagement Strategy



Creating moments that allow your brand to deliver proof of its promise. We identify opportunities for holistic storytelling moments that align with influential and cultural institutions that are moving the needle and cross-pollinating communities.

- Talent Sourcing & Management
- Influencer Strategy
- Brand & Product Positioning
- Sponsorship Activations
- Alignment with music, art, and philanthropic institutions



Behind every brand is a brand strategy that helps inform the different choices you make as a business. It's the holistic approach behind how a brand builds identification and favorability with customers and potential customers. A brand strategy encompasses several elements like voice, storytelling, brand identity, values, and overall vibe.

- Creative & Brand Strategy
- Identity
- Design

Process

A problem-solving approach that emphasizes empathy, creativity, and collaboration.

Empathy

Assessment and goal setting.

Research & Analyze the collected information and data to diagnose opportunities and challenges.

Define

Understand our edges.

The goal is to generate a number of ideas before narrowing down to the most promising ones.

Implement

Beta testing to refine the solution.

The implementation phase focuses on turning the selected ideas into tangible solutions.



HAAB









Auberge Resorts Collection

















