

# HELLO



# CARA

HUMANIZING A BRAND IS THE GAME-CHANGING DYNAMIC OF CONNECTING WITH AUDIENCES THROUGH CULTIVATING BRAND EQUITY. IT'S THE HOLISTIC APPROACH FOR ANY COMPANY, USING STRATEGY AND SOCIAL ARCHITECTURE FOR DEEPER IMPACT.

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

I built a consultancy 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.

# HELLO CARA IS

bold

experienced

curious

tasteful

beauty

empowering

strategic

expansive

gentleness

vibrant

brave

leadership

creative

problem solver

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 & ACTIVATIONS

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



## PARTNERSHIPS

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



## BRAND STRATEGY

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
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# 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



LAS  
BRUJAS  
A WOMEN'S CLUB



DREAM  
HOTELS



# LIST



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# TALK