Ariz Ejjerrix Bousaid

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Summary

I am a marketing professional with experience in digital marketing, luxury branding, and event strategy. Skilled at developing marketing campaigns, strengthening brand presence, analyzing market trends, and driving business growth through strategic partnerships and customer-focused experiences

Skills

- Marketing strategist
- Brand Development
- Market Analysis
- Digital Marketing
- Project Manager
- Event Marketing
- Business Development
- Data Analytics
- Content Strategy
- Leadership & Team Collaboration

Experience

Snob Lab LLC. — **Founder & Chief Marketing Director**

01/2024- Present

- Increased Partner brands' market reach by **30%** across Florida over two years through targeted marketing campaigns, strategic partnerships, and experiential brand activations.
- Planned and executed high-end luxury events featuring beauty, fragrance, fashion, and lifestyle brands, creating immersive experiences for affluent clientele and strengthening brands' visibility.
- Developed and led charity fundraising campaigns that helped increase annual fundraising revenue by **15%** in the first year and an additional **20%** year over year through sponsorship development and donor engagement.
- Directed integrated marketing initiatives for two separate starter brands, including digital marketing, event promotion, public relations, and relationship marketing to increase brand awareness and customer engagement by **30%** in the first year.

KARLA Parfums LLC. — **Director of International Business Development**

04/2018 - 01/2021

- Managed and executed three exclusive European partnership agreements, negotiating distribution rights with luxury beauty and fragrance brands to successfully expand market presence across multiple U.S. states.
- Produced and created high-end experiential events blending beauty, fashion, and fragrance storytelling, attracting **150+** guests per event, generating **$25K++** in revenue, and securing media exposure across local luxury publications and social platforms.

Omega Trends, Inc. **Executive Director of Operations**
02/2006-07/2017

- Directed operations and strategic repositioning for an established luxury beauty company in Winter Park, Florida, reversing declining performance and driving revenue growth from **$250K to $1.5M** in under two years through optimized management, team building, and sales strategy.
- Led a landmark collaboration with the State of Florida for its 500-year anniversary, commissioning a French Master Perfumer to develop 1500 bottles of collectible fragrances, the first fragrance to receive official government seal of approval, generating **$550K+** in revenue within one year.

Education and Training

- Full Sail University | Winter Park, FL
  M.S. in Digital Marketing
  3.9 GPA Year (2026)

- New York Institute of Arts and Design
  Graduate Certificate in Event Planning
  Grade A+ Year (2020)

- New York University | New York, NY
  B.S. in Business Administration
  Grade 3.2

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Certifications & Licenses

- Google Analytics 4
- Fashion Journalism & Content Creation for Luxury Brands

- Event Planning
- Corporate Human Rights Advocate

Awards & Honors

- Recipient of the Paul Harris Fellow Award from the Winter Park Rotary Club. For organizing a fundraising event supporting Advent Health and the Cleft Lip Palate Foundation.
- Beauty and Brains distinction, mentioned in Orlando Style Magazine, for the successful launch and market introduction of niche fragrances in Central Florida.
- Marketing Director of the French American Business Council of Orlando and the East Coast (FABCO)

Languages

- English: Fluent Professional
- French: Fluent Professional
- Spanish: Basic Proficiency
- Arabic: Basic
- Italian: Reading Proficiency

References

- Mario Garcia Email: office@mariogarcialaw.com
- Brigitte Jensen Email: brigittefrance@icloud.com
- Elisa Aiello Email: Lisaaiello55@gmail.com
- Sarah Martin Email: sncastle75@aol.com