

Eva Raquel Braiman

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I am a seasoned, innovative executive with over 27 years experience in digital marketing, brand management, demand generation and conversion strategy. My specialization is channel optimization, content creation, and customer-first design thinking. My passion is helping cross-functional teams deliver compelling, high-converting marketing campaigns they can take pride in, and driving digital transformation, ROI, and organizational growth through creative excellence and AI integration.

EXPERIENCE

SENIOR DIRECTOR, MARKETING STRATEGY AND INNOVATION

edX | 2021 – Present

3 years



Key accomplishments:

- Headed up strategic CRO overhaul of over 200 [university online paid landing pages](#) in 4 months, resulting in a 57% increase in lead-to-enrollment conversion and over \$12 million in realized revenue
- Crafted successful web conversion and enrollment strategy for social impact partnerships with Netflix, Verizon and JFF/Koch
- Led Events team to execute 161 lead nurture webinars and live events for leading university programs attended by 16k prospects and generating nearly \$13 million in enrollment revenue
- Built a successful international expansion and pilot GTM strategy with top educational institutions in India
- Developed highly impactful campaign for Harvard CS50, including [video](#), [web](#), e-mail, and social assets that have contributed to 1.1 million YTD enrollments

DIRECTOR, DIGITAL EXPERIENCE

Internova Travel Group | 2018 – 2020

SENIOR MANAGER, CUSTOMER EXPERIENCE & SALES ENABLEMENT

Protravel International & Tzell Travel

2008 – 2018

12 years



Key accomplishments:

- Led complete brand overhaul for top travel agencies — previous market competitors who were acquired by \$22 billion parent company — including defining B2B & B2C value propositions; strategic, creative, and editorial direction of websites and marketing assets
- KPIs for omni-channel lead generation and conversion initiatives I lead consistently surpassed industry benchmarks and business objectives, including brand awareness, web traffic, and SQL goals
- Turned [Agent Profiler](#) into a powerful web-based lead-generation engine with 13% closed-won rate, \$12K+ average order value, and over \$900k in new revenue in first 6 months
- Managed GTM campaign for American Express Pay with Points®, achieving \$11.5 million in redemptions
- Led successful multi-year brand engagement sponsorship with New York and South Beach Wine & Food Festivals, and supplier marketing partnerships that generated millions of dollars in revenue annually

ART DIRECTOR & PREPRESS MANAGER

408 Printing & Publishing NYC | 1996 – 2007

11 years



Managed the internal prepress agency of a printing firm during the transition from traditional photo-mechanical to 100% digital production at the dawn of desktop publishing and pre-flighting. Served variously as Art Director and Copy Editor.

SKILLS

- Agency/contractor sourcing
- Art direction
- Audience/persona development
- B2B and B2C marketing
- Brand identity & value proposition
- Competitive analysis
- Content strategy
- Conversion Rate Optimization (CRO)
- Copy writing & communication
- Demand generation
- Digital Marketing Strategy
- E-Mail marketing
- Event sponsorship/brand activation
- Generative AI
- Influencer and UGC
- Image & video curation/DAM
- Print production
- SEO/Search Engine Marketing (SEM)
- Social Media Marketing
- Stakeholder & client presentations
- Team-building and mentoring
- Typography
- UX/UI
- Web design/development

MARTECH EXPERTISE

- **Analytics/SEO/Heatmap:** Google Analytics 4, Google Data Studio, Google Trends, SEMrush, Yost, Crazy Egg, Fullstory
- **Business Intelligence:** Tableau, 6Sense
- **Creative:** Adobe Creative Cloud, Canvas, Figma, Lucidchart
- **CMS:** WordPress, Sitecore, Shopify, Squarespace, Hubspot, Contentful
- **CRM:** Salesforce
- **Digital Asset Management:** Adobe Experience, Canto, Extensis
- **E-Mail Marketing/Automation:** IBM Watson, Adobe Marketo, SF Engage, Litmus
- **Generative AI:** Adobe Firefly, ChatGPT
- **Office:** Word, Excel, PowerPoint, Google Docs, Google Sheets, Google Slides
- **Project Management:** Jira, Sifter, Trello, Robohead, Smartsheet, Confluence
- **Social Media:** Hootsuite, Facebook Ads, Instagram, YouTube, LinkedIn, Bitly

CERTIFICATIONS | PROFESSIONAL AFFILIATIONS | AWARDS

Certifications & Professional Affiliations

- IBM Certification: Basics of AI
- Pace University Lubin School of Business: Design Thinking Certification; Professional Advisory Panel Member
- Adobe Certified in Print & Digital Media Publications/InDesign
- ALGA Certificates in Proofreading, Copy-editing and Digital Pre-flighting
- Elected member of Virtuoso Marketing Committee & *Virtuoso Life* magazine Editorial Advisory Board | 2016–2019
- NYC InDesign User Group Member | 2012-present
- NYC WordPress Community | 2018-present

Awards

- 14 gold & silver *Travel Weekly* Magellan Awards
- Communicator Awards: Website—Travel & Tourism; Website—Copy Writing
- Interactive Media Award: Best in Class website

PORTFOLIO