**Yasmin Daiha**

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**About**

 I’m Yasmin Daiha — a dynamic Marketing Director, Content Creator, and storyteller with a passion for elevating brands through creative strategy and authentic connection. With over 7 years of experience across luxury, travel, hospitality, and lifestyle industries, I specialize in building compelling narratives that drive digital growth and community engagement.

From co-founding Mi & Mille Escapes to leading marketing at brands like YAYA Restaurant, FYI Yachts and Monarch Jewelry, my journey has been rooted in visual storytelling, digital innovation, and a global perspective. I bring a unique blend of editorial expertise, social media fluency, and strategic vision to every project I touch.

Whether I'm crafting scroll-stopping content, launching influencer campaigns, or developing omni-channel marketing strategies, I create with impact and intention — always guided by brand voice, audience insight, and cultural relevance.

Let’s connect and create something unforgettable..

**Experience**

**YAYA**

**Marketing Manager**

August 2024 - Present

Miami, Florida, United States

Responsible for developing and executing marketing strategies to increase brand awareness and customer engagement.

Creating digital and social media campaigns to promote the restaurant’s offerings.

Managing partnerships with local businesses and influencers.

Coordinating promotional events and special menus.

Overseeing branding consistency across all platforms.

Analyzing customer feedback and market trends to adjust campaigns.

Collaborating with the culinary and operations teams to highlight unique dishes and experiences.

Marketing strategy: Develops a comprehensive marketing strategy across promotional channels

**Marketing Director /FYI Yachts ·**

 - May 2024 – August 2024

-Responsible for developing and executing comprehensive marketing strategies to enhance the company's brand visibility, attract high-net-worth clients, and support sales and charter activities. Strategic thinker with a proven track record in luxury marketing, digital marketing, and brand management. Lead a team of marketing professionals and work closely with sales, charter, and senior management to achieve business objectives.

-Strategy Development: Develop and implement a comprehensive marketing strategy that aligns with the company's business goals and targets high-net-worth individuals and yachting enthusiasts.

 -Brand Management: Oversee the development and maintenance of the company's brand identity, ensuring consistency across all marketing materials and communication channels.

-Digital Marketing: Lead digital marketing initiatives, including website management, SEO/SEM, email marketing, social media, and online advertising to drive traffic, engagement, and conversions.

-Content Creation: Oversee the creation of high-quality content for various platforms, including brochures, newsletters, blogs, videos, and social media, that showcases our yachts, services, and industry expertise.

 -Campaign Management: Plan, execute, and analyze marketing campaigns and events, ensuring they are effective, within budget, and deliver measurable results.

-Market Research: Conduct market research to identify trends, opportunities, and competitive insights to inform marketing strategies and decisions.

-Partnerships and Sponsorships: Develop and manage strategic partnerships and sponsorships with relevant industry organizations, events, and influencers to enhance brand visibility and credibility.

 -Team Leadership: Lead, mentor, and develop a team of marketing professionals, fostering a collaborative and innovative work environment.

**Co-Founder / Mi & Mille Escapes** –

Jan 2022 - Present

We are Yasmin & Samile! Two sisters with a passion to see the world together & live to tell others about it. -For as long as we can remember, we’ve been passionate about visiting new places. As a family, we came from Brazil where we used to live a life that allowed us a lot of time to be at the beach & explore nature. -After our father came to the United States to participate in a conference, he instantly fell in love with the culture and educational opportunities. -Our journey to the United States was filled with challenges, but these challenges opened our eyes and allowed us to fall in love with the journey of traveling together as a family. -When we started modeling in 2019, we instantly fell in love with capturing beautiful moments behind a lens. As a Content Creator and Marketing Director, we have decided to start Mi & Mille Escapes. A place where we come together to capture the world through our eyes, share unique experiences and inspire others to go explore this big, beautiful world!

**Marketing Director / Monarch Jewelry**

 Aug 2023 - May 2024

-Organize and schedule all social media posts.

-Prepare marketing and advertising strategies, plans, and objectives

-Spearhead advertising for events, evenings, and promotions. Ensure they are properly advertised based on assigned budgets and check ROI for all.

-Manage The website, its content, landing pages, text and photographs that relate to the pages and to the company’s image.

 -Schedule the events and advertisements on social platform, in print and in media

 -Direct video content for various media channels (including TV) -Perform regular analytics and audits of brand’s social presence over various platforms, monitor competition, trends and relevant social channels.

-Understand the jewelry retail business, the technologies applied to creating jewelry, repairing it, knowledge of gemstones, diamonds.

 -Manage and work with outside vendors like the website host, videographers, and other advertising channels

**Marketing Content Writer / Vero Building Systems** –

Mar 2023 - Aug 2023

Marketing content Writer , responsible for:

- Create social media content calendars

 - Write and edit articles to be posted at all Social platforms

 -Upload content at all Social platforms

- Manager of the organic traffic that comes into the company

- Ensure that the team is promoting premium products within their content (written, video, audio, etc.).

- Collaborate with internal teams (e.g., marketing, public relations, finance, operations, etc.).

 - Create and maintain internal site content for organization, content, accuracy, and brand. - Leverage data and insights from partner teams to inform content development.

 - Write high-quality, detailed and data-supported content strategy documents which are presented to senior executives.

- Collaborate with agencies, designers, producers, and project managers

**Web Editor/ The Warren Group** –

Mar 2022 - Feb 2023

-Responsible for overseeing three content-rich and dynamic news websites,

-Write and produce editorial content for two daily news websites and two daily news emails for audiences

 -Watch for, report and share breaking news in collaboration with other newsroom staff; Upload weekly newspaper content to websites and create email for readers; Engage readers on social media:

 -Social media posts throughout the day -Analyze new social media opportunities

-Create content for and build a LinkedIn presence separate from corporate account

 -Build interactives and brainstorm new and fun ways to present our special sections

 -Create content to build brand awareness and help our reporters tell stories in new ways that get more attention;

 -Monitor user experience, engagement and metrics for websites;

-Analyze site traffic for circulation purposes

 -Collaborate with newsroom management to devise audience development strategies Special projects

-Develop and help the reporters produce content vertical newsletters driven by their passions and beats.

**Content Writer / Infinite Labs** –

Apr 2021 - Mar 2022

-Research industry-related topics (combining online sources, interviews and studies)

 -Write clear marketing copy to promote products/services

-Prepare well-structured drafts using Content Management Systems

 -Proofread and edit blog/social media posts before publication.

 -Coordination with marketing and design teams to illustrate articles

 -Conduct simple keyword research and use SEO guidelines to increase web traffic

-Promote content on social media

-Take and edit pictures for social media posts and stories

-Identify customers’ needs and gaps in our content and recommend new topics Ensure all-around consistency (style, fonts, images and tone)

 -Update website content as needed.

**Video , Content Marketing Creator / Six Digital**

- Aug 2020 - Mar 2021

-Content Writer -Video Creator -Digital marketing Specialist

-Responsible to create content and video for all Social media Platforms at Six Digital Agency in USA

-Content Writer Video Creator Digital marketing Specialist Responsible to create content and video for all Social media Platforms at Six Digital Agency in USA

**Content Creator / PURDY GROUP LLC**

- Aug 2020 - Jan 2021

 -Write articles of well-researched creative content for websites. Write blog posts, social media posts, and other forms of web content.

**Web Content Writer / FindSportsMentor** –

Oct 2019 - Aug 2020

-Content writer for a Sports Mentoring Company, she is responsible for all site content and marketing as well as editing review.

**Education**

Full Sail University Bachelor of Fine Arts - BFA, Creative Writing

Pratt Institute SUMMER COLLEGE PROGRAM, Creative Writing