

Luna Perez Daes

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Experience

- GUT** Miami, FL
Strategy Director 09.2025 – 08.2026
- Lead brand and cultural strategy across CPG, beauty, and food accounts, turning consumer and category insight into creative platforms, brand architectures, and new-business wins.
 - **Key Clients:** Vital Farms, Samyang Buldak, Doordash, Huggies, NYX Professional Makeup, Olay, Sephora
- Front Row Group** NY, NY (Remote)
Associate Brand Strategy Director 09.2024 – 09.2025
- Directed positioning, messaging architecture, and social content planning, and go-to-market strategy for prestige to mass beauty.
 - **Key Clients:** Chapstick, Tatcha, Nexxus, Murad, NudeStix, Dr. Dennis Gross Skincare, Jergens
- Madwell** Brooklyn, NY (Remote)
Senior Brand Strategist 10.2023 – 09.2024
- Built brand positioning, creative briefs, and campaign strategy across beauty, better-for-you CPG, and B2B tech.
 - Key Client(s): e.l.f. Beauty, Plum Organics, Opentext
- Red Antler** Brooklyn, NY
Senior Strategist & Copywriter 06.2021 – 10.2023
- Shaped brand strategy and verbal identity for companies from pre-launch through scale — naming, positioning, tone of voice, UX strategy, website copywriting, and campaign strategy.
 - Key Clients: Prelaunch: Yendo; Good Inside by Dr. Becky; Volato // Growth Stage: Centr by Chris Hemsworth; Celo; Merlin Labs; Banter // Established: National Basketball Association (NBA); Hinge; ZipRecruiter; Coatue
- Saatchi & Saatchi** New York, NY
Creative Strategist 05.2019 – 06.2021
- Turned cultural, consumer, and behavioral insights into integrated creative strategies and globally recognized campaigns for P&G's portfolio of fabric-care brands.
 - **Key Clients:** P&G Fabric Care (*Tide, Gain, Bounce, Dreft, 9 Elements*); *The Bouqs Co.*; *Aid for Aids*
- PLVRL Agency** Miami, FL
Digital Strategist (Freelance) 06.2017 – 05.2019
- Built digital and social strategy for B2B manufacturing clients, including content frameworks and performance reporting for a NYSE-listed manufacturer.
 - **Key Client(s):** *Tecnoglass (NYSE:TGLS)*; *ESWindows*

Awards

Cannes Lions (1x Gold, 2x Bronze) • Effies (3x Gold, 3x Bronze) • D&AD Pencils (5x, 1x Wood)
• One Show (1x Green, 1x Bronze, 2x Merit) • Clio (2x Silver)

Education

Boston College Chestnut Hill, MA
BAsc., Management & Marketing; BA in Intl Communications 2015 – 2019

Skills & Interests

Languages: Native: English & Spanish; Professional Proficiency: French & Portuguese

Tools & Tech Proficiencies: GWI, Mintel, OnePulse, Brandwatch, Resonate, SurveyMonkey, DesignAlytics, WGSN, Figma, Canva

Interests: The Future of AI, Beauty Innovation, Formula 1, Breadmaking, Foreign Languages