SANDRA GODOY

Creative Strategist
Experiential Storytelling • Entertainment Marketing • Creative Direction

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PROFESSIONAL SUMMARY

Creative Strategist passionate about developing ideas that move people through storytelling and immersive experiences. My work combines consumer insight, entertainment marketing, experiential design, and creative strategy to transform ideas into campaigns and experiences people want to participate in and remember. I enjoy solving creative problems from first principles, building concepts from the audience backward, and communicating strategy through compelling narratives and presentations.

PROFESSIONAL EXPERIENCE

Founder & Creative Director | +51 Entertainment | 2026–Present

- Founded a creative studio developing original concepts across experiential marketing, entertainment, and immersive storytelling.
- Lead creative strategy, concept development, branding, and presentation design for speculative campaigns spanning film, television, music, consumer brands, and themed entertainment.
- Produce end-to-end creative proposals including audience insights, brand positioning, experiential journeys, campaign ecosystems, and visual storytelling.

Certified Trainer | Erewhon | 2024–Present

- Recognized top performer while leading onboarding and supporting high-volume operations.

Market Research Analyst | Worldpanel by Kantar | 2023

- Conducted consumer research and synthesized audience insights supporting marketing strategy.
- Prepared reports and presentations translating research into actionable recommendations.

Marketing & Experience Intern | Selina | 2022–2023

- Supported creative production and experiential marketing initiatives across hotel properties.
- Managed digital asset libraries and collaborated with marketing, operations, influencers, and vendors.
- Produced marketing content while maintaining brand consistency across campaigns.

SELECTED STRATEGIC CASE STUDIES

Rare Beauty: Beautiful Me Pop-Up Experience — Experiential Campaign

- Insight: Recognized that the message of Selena Gomez's *Who Says* naturally aligned with Rare Beauty's mission, creating an opportunity to translate its themes into an immersive brand experience.
- Strategy: Developed a multi-room pop-up experience that transformed the song's message into a physical journey, supported by launch content, limited-edition merchandise, influencer strategy, and social storytelling.
- Execution: Produced a complete creative proposal including the guest journey, campaign assets, environmental design, and experiential touchpoints.

The Coca-Cola Company: CokeDrops — Product Innovation

- Insight: Identified "Is Pepsi okay?" as an iconic consumer pain point and an opportunity to rethink how Coca-Cola could be experienced beyond the bottle.
- Strategy: Created CokeDrops, a portable Coca-Cola product extension supported by packaging, experiential retail, influencer marketing, and OOH campaigns.
- Execution: Developed branding, campaign concepts, product ecosystem, and launch materials.

Disney's EPCOT: Peru Pavilion — Themed Entertainment Concept

- Insight: Identified The Outpost as an underutilized area that generated limited guest engagement, creating an opportunity to introduce a new World Showcase pavilion.
- Strategy: Developed a Peru Pavilion concept by combining Disney's educational entertainment philosophy, authentic Peruvian culture, and *The Emperor's New Groove* to create a cohesive guest journey.
- Execution: Produced the pavilion master plan, attraction concepts, dining and retail experiences, entertainment offerings, branding, and creative presentations.

McDonald's × BRAT — Brand Collaboration Concept

- Insight: Charli XCX's BRAT had evolved beyond an album into a cultural identity embraced across fashion, social media, and internet culture.
- Strategy: Reimagined McDonald's as a participant in that conversation through a limited-time campaign that blended food, social content, experiential activations, and collectible merchandise.
- Execution: Developed a fully integrated campaign including The BRAT Meal, custom packaging, restaurant takeovers, outdoor advertising, influencer content, exclusive merchandise, and fan experiences designed to encourage participation both online and in person.

EDUCATION

- Universidad San Ignacio de Loyola / San Ignacio University — B.A. Marketing
- Los Angeles Pierce College — Film, TV & Electronic Media
- NYU Tisch School of the Arts — Business of Entertainment

TOOLS

Adobe Creative Suite • Blender • HTML/CSS • Google Workspace • Microsoft Office • Generative AI • Prompt Design

STRATEGIC CAPABILITIES

Consumer Insights • Creative Strategy • Experiential Marketing • Brand Positioning • Concept Development • Creative Brief Development • Storytelling • Pitch Decks • Copywriting • Audience Research • Trend Analysis • Integrated Campaigns • AI • Presentation Design • Cross-Functional Collaboration