

# Rami Shoula

Content Acquisition Director

## 👤 Profile

Highly skilled and knowledgeable Content Acquisitions Director, bringing forth expertise and experience overseeing content generation and acquisitions. Adept in providing leadership and effective management that results in high-impact consumer-focused products. Committed to supporting the development of key strategic programs that result in the best consumer experiences possible.

## 📁 Employment History

### Content Acquisitions Director at Vantex, Seattle

August 2016 — September 2019

- Worked to effectively manage key partnerships with vendors, distributors, and other important players.
- Recommended strategic content acquisition initiatives, and worked to negotiate excellent packages.
- Evaluated relationships with current and potential content providers.
- Managed multiple projects and effectively prioritized to achieve goals.
- Brought forth an in-depth understanding of consumer and marketplace dynamics.
- Collaborated with the legal team to review and solidify contractual terms.

### Junior Content Acquisitions Associate at Wayfair, Seattle

July 2013 — June 2016

- Focused on projects dedicated to building customer loyalty and satisfaction.
- Worked closely with Executives in Merchandising and Marketing.
- Assisted Senior Content Acquisition Directors with initiatives targeted toward optimizing products and consumer experience.

## 🎓 Education

### Bachelor of Marketing, Seattle College, Seattle

September 2009 — May 2013

### High School Diploma, Ballard High School, Ballard

September 2005 — May 2009

## 📄 References

### Chris Daly from Vantex

[daly.c@vantexseattle.com](mailto:daly.c@vantexseattle.com) · 206-554-3211

### Lynnette Johnson from Ose North America

[johnson@osenorth.org](mailto:johnson@osenorth.org) · 206-654-5677

## Details

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## Skills

Analytical Thinking

Business Strategy

Content Marketing

Knowledgeable in User Interface/ User Experience

**Clara Castrataro from Wayfair**  
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