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| 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 HistoryContent 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 Acquistions 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. |  |  |  | | --- | --- | |  | EducationBachelor of Marketing, Seattle College, Seattle September 2009 — May 2013 High School Diploma, Ballard High School, Ballard September 2005 — May 2009 |  |  |  | | --- | --- | |  | ReferencesChris 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 Clara Castrataro from Wayfair [castrataro@wayfairma.com](mailto:castrataro@wayfairma.com) · 206-456-5499 | | DetailsSkills  |  |  | | --- | --- | | Analytical Thinking | | |  |  |  |  |  | | --- | --- | | Business Strategy | | |  |  |  |  |  | | --- | --- | | Content Marketing | | |  |  |  |  |  | | --- | --- | | Knowledgable in User Interface/ User Experience | | |  |  | |