

# Imani Rhodes

## Global Marketing Executive

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### Culturally fluent marketing leader with worldwide impact

Senior global marketing executive with 19 years of experience driving campaigns across North America, EMEA, and APAC. Specializes in multinational product positioning, cultural insights, and cross-border growth strategies.

## Key Skills

- Cross-cultural communication
- Global brand strategy
- Multi-region campaigns
- Partnership marketing
- Strategic alliances
- Demand generation
- Localization
- P&L oversight
- Regional adaptation
- Team development

## Professional Experience

VP GLOBAL MARKETING | STREAMGENIX, SEATTLE, WA  
JANUARY 2016 – PRESENT

- Managed \$22M budget and campaigns across 19 countries
- Unified global messaging, reducing campaign inconsistency by 75%
- Increased EMEA revenue by 48% through improved regional segmentation

SENIOR MARKETING MANAGER | APTARIS CORP., LONDON, UK  
JULY 2010 – DECEMBER 2015

- Created global toolkit for partner marketing, used by 70+ field marketers
- Led four rebrands across EMEA/APAC regions

## Education

Master of International Business | University of Washington  
Seattle, WA | May 2009