



high key

MARKETING

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Key Introductions



CHRISTI KEY

CEO | CREATIVE DIRECTOR

High Key Marketing is a boutique marketing agency specializing in crafting bespoke strategies for luxury brands and high-end businesses. With a keen eye for detail and a passion for creativity, we deliver tailored marketing solutions that elevate our clients' presence in highly competitive markets. We proudly serve clients in Miami, New York, Los Angeles, and beyond.

Since 2015, High Key Marketing has been at the forefront of luxury marketing innovation, bringing over a decade of expertise to the table. Under the leadership of Christi, our founder and creative visionary, we have built a reputation for delivering unparalleled results and transformative strategies.

Christi has spent the last 10 years crafting bespoke content and designing visionary digital marketing strategies. Her expertise in organic growth has propelled brands to exceptional levels of digital visibility and prestige, solidifying their presence in competitive markets. Driven by a distinctive creative vision, Christi transforms marketing into an art form, seamlessly merging strategy with inspiration.

Today, Christi is recognized as one of Miami's foremost branding experts and content producers. Her unwavering passion for nurturing brands and her intuitive ability to harness the unique energy of her clients are the cornerstones of High Key Marketing's success. With a refined approach and an eye for excellence, she continues to elevate brands to unparalleled heights.



Team

IF YOU WANT CREATIVE WORKERS, GIVE THEM ENOUGH TIME TO PLAY!

PETER KEY
CHIEF REVENUE OFFICIER

LAZKA GARRIDO
CHIEF FINANCIAL OFFICER

TALI BENITEZ
EXECUTIVE ASSISTANT

GABRIELLE METELLUS
MARKETING MANAGER

TOMMY DIEGO
DIGITAL ADVERTISING STRATEGIST

JESSIKA SOTO
MULTIMEDIA DESIGNER

KATA DELGADILLO
DIGITAL DESIGNER

RACHEL TANNENBAUM
CREATIVE WRITER

PATRICIA FRANCO
CONTENT CREATOR

LUIS MARQUEZ
CONTENT CREATOR

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Philosophy



Identity

We provide innovative, high-quality digital content for mid-sized companies nation wide, with clients in Florida, California, and Texas.

Narrative

To create engaging digital experiences for clients and audiences with a multifaceted team of programmers, developers, and creative professionals.

Outcome

To create engaging digital experiences for clients and audiences with a multifaceted team of programmers, developers, and creative professionals.

Marketing that seamlessly
aligns with your brand and
profoundly resonates with
your audience.



Our Services

01. **Branding & Identity**

Crafting bespoke logos, color palettes, and visual guidelines that encapsulate your brand's essence and elevate its presence.

02. **Digital Marketing**

Implementing precision-driven strategies, including SEO, PPC campaigns, email marketing, and analytics, to enhance online visibility and engagement.

03. **Social Media Management**

Creating and managing compelling content across platforms to captivate audiences, foster meaningful connections, and drive results.

04. **Content Creation**

Producing high-quality visuals, videos, and copy that tell your brand's story and resonate with your target market.

05. **Luxury Photography & Videography**

Capturing stunning visuals, including architectural shoots and high-end product videos, that embody sophistication and elevate your brand's messaging.

06. **Web Design & Development**

Crafting sophisticated, user-friendly websites that deliver seamless digital experiences and reflect your brand's luxury appeal.

07. **Google Ads & SEO**

Driving results with expertly managed Google Ads campaigns and advanced SEO strategies. We optimize your online presence, ensuring your brand ranks high in search results and reaches the right audience.



Why Us?

High Key Marketing is a Miami-based creative agency distinguished by a team of seasoned professionals with expertise cultivated across premier markets such as Miami, Austin, and New York City.

Our collective experience merges diverse perspectives, refined creativity, and strategic acumen into a cohesive vision, delivering bespoke solutions that drive measurable success.

Leveraging an expansive network and an unwavering commitment to excellence, we create unparalleled opportunities for our clients, offering elevated results that set us apart in a competitive landscape.



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Clients



EQUINOX



Art | Basel

JIMMY CHOO

CREATIVE | STATE



CLIMAHOME



MIAMI
FASHION
WEEK

Ⓢ Douglas Elliman



"Christi and her team are amazing creative talents. By allowing their group to control the creative & digital aspects of our brand, we were able to focus on bigger picture operational tasks while being confident that our social media and email marketing needs were being executed effectively."

PHIL TAORMINA, CEO

CLIMA HOME
CLIMAHOME.COM

TESTIMONIALS

"High Key Marketing is one of Miami's most experienced groups of professionals. Very rarely do you find creative and talented individuals who can take your vision for your brand and translate it into a concise marketing plan. I will always recommend this team to anyone for marketing services."

CLARK BEASLEY, DEVELOPMENT DIRECTOR

GIRL POWER ROCKS
GIRLPOWERROCKS.ORG



"Christi has a unique ability to connect with brands and turn their visions into reality. After a few sittings, she took what we discussed and turned it into a strategic and comprehensive content plan that reflected our brand messaging perfectly with little to no revisions. I couldn't be more pleased with the work Christi and her team provided on our behalf."

TRACY GALYA,
SENIOR DIRECTOR OF LUXURY SALES

DOUGLAS ELLIMAN
TRACYGALYA.COM



CASE STUDIES



Case Study 1: Brand A

Before Hiring a Social Media Firm:

Brand A is a luxury sales director for a national real estate firm. The agent had a small social media presence and relied solely on word of mouth. The agent knew that social media could help their business grow, but they didn't know where to start.

They had no dedicated marketing or management team and were doing everything themselves.

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CASE STUDIES



Case Study 1: Brand A

After Hiring a Social Media Firm:

Brand A hired HIGH KEY MARKETING to help them establish a strong presence on social media. Our firm started by creating a social media strategy tailored to the brand. We identified the target audience, determined the best platforms to focus on, and made a content calendar. We also optimized Brand A's social media profiles, ensuring they were visually appealing and informative.

HIGH KEY MARKETING began creating and posting engaging content relevant to Brand A's target audience. We used hashtags to increase visibility and partnered with influencers to reach a wider audience. We also implemented a paid social media strategy to boost sales during peak times of the year.



CASE STUDIES



Case Study 1: Brand A

Results:

Brand A saw a significant increase in sales after hiring HIGH KEY MARKETING. They went from having a small social media presence to 10,000 followers on Instagram, which drove traffic to their website. Our firm's strategy increased engagement rates and helped them build a community around their brand.

As a result, they could expand their portfolio and reach new professional milestones.

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CASE STUDIES

Case Study 2: Brand B

Before Hiring a Social Media Firm:

Brand B was a mid-sized business selling high-end furniture. They had a social media presence but no dedicated marketing or management team.

They were posting sporadically and were not seeing any significant engagement or sales from their social media efforts.

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CASE STUDIES

Case Study 2: Brand B

After Hiring a Social Media Firm:

Brand B hired HIGH KEY MARKETING to help them improve their social media strategy. Our firm started by auditing Brand

B's social media profiles and identifying areas for improvement. We created a new social media strategy that included more consistent posting, engaging content, and a focus on building a community.

HIGH KEY MARKETING implemented a paid social media strategy targeting potential customers interested in high-end furniture. We also partnered with influencers in the industry to reach a wider audience.

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CASE STUDIES

Case Study 2: Brand B

Results:

Brand B saw a significant increase in engagement and sales after hiring HIGH KEY MARKETING. Their follower count increased by 70% on Instagram + Facebook, and their engagement rate increased by 90%.

Their paid social media strategy resulted in a 35% increase in sales, and their partnership with influencers helped them reach a wider audience.

As a result, they could expand their business and hire additional staff.

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T H A N K S !

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