

Ana Sofía Ocampo Barousse

Multisector Digital Marketing & Project Strategy Expert

CONTACT

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EDUCATION

Master in Business Administration

Incarnate Word University

2018-2019

Profesional licence 13006952

US profesional Degree GPA 3.8

Degree in Communication Sciences

Centro Universitario de Comunicación

2014-2017

Profesional licence 11420227

Technical Career Interpreter-translator

Escuela Superior de Intérpretes y Traductores

2009-2012

Profesional licence 9389478

LANGUAGES

English B2-C1 TOEFL 568

French B2

German A1

DIPLOMAS AND COURSES

- Develop your productivity skills with generative AI through Microsoft and LinkedIn
- Microsoft Office 2010 Academic certification
- Branding course
- Community management course
- Product photograph degree seminar
- Learn how to use a CRM course
- Facebook Blueprint diplomas
- Voxfeed certification
- Key business negotiation factors diploma
- Business strategic direction diploma
- Digital marketing basic course IAB Spain
- Art therapy diploma

TOOLS AND APPS



PROFESIONAL EXPERIENCE

Digital Strategy Manager

Rise a Quad Agency

Experience in high-impact RFPs (pricing, staffing, credentials, and media), project management with AI, development of strategic materials, and organization of Lunch & Learn sessions with strategic partners. Active participation in cultural diversity initiatives and opportunity management in Salesforce.

Media manager and strategist (Co-founder)

Gaman Phygital

Digital and web strategy, blog writing, community management, and ad trafficking for Facebook, Instagram, and LinkedIn in pharmaceutical and veterinary projects. Production of corporate and product videos. Video production for the YouTube channel Rockvoltosos.

Project Manager Sr.

Felipa Creative Studio

WOW development, project and teams coordination, minute meetings, POs, and event production.

AMAPRO 2023 Award winner in P&G case studies

Launch Event: GOLD- "Old Spice Dynasty" and BRONZE- "Duro de Sudar"

Brand Experience Event: GOLD- "Por todo lo que no se ve"

Sports Event: BRONZE- "Por todo lo que no se ve"

Digital Strategist and Account Manager

Bang Bang Creativo

Digital and e-commerce managing. Team coordination. Social media strategies and content generation.

Project Manager Jr.

Web Moments

Presentations, client customer service, briefing exercises for the creative team, project managing, teams coordination. Billing and POs request. Social media strategist.

Strategic Planner

Jeje Kids

Analysis and research of insights, target and competition. Photo shooting. Creation of strategies in different channels. Coordination of the work team. Management, design and layout of institutional web pages with WordPress. Creation of digital media strategies with institutions and influencers.

Account Executive

El Orfanato, Ideas sin madre

Customer service, brief communication for creative teams, deliveries coordination, meeting minutes and PM functions.

Communications assistant

Reinventa Incubadora de Ideas A.C.

External communication strategies creation, content generation and community management. Conducting interviews.