



CHEILY OCHOA

TOP-NOTCH STRATEGIST

CONTACT

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LOCATION: MEDELLIN, COLOMBIA

ABILITIES

CORE SKILLS

- Facebook ads
- Social media strategy
- Marketing
- Project management
- Web content (Wordpress)
- Photo editing and image design

SECONDARY SKILLS

- Corporate blogging and copywriting
- Google Analytics & SEO
- Layout design
- Conversion Rate Optimization
- Market research

PROFILE

I'm a 25-year-old account manager with **2 years of experience working remotely** and a focus on marketing, ads, and a good eye for design. Resourceful, responsible, creative thinker, with a significant background in delivering a variety of business results to individual clients, and corporations.

EXPERIENCE

ADVERTISEMINT - Los Angeles, CA

ACCOUNT MANAGER | JUN 2018 TO PRESENT

- Personally overseeing accounts with a combined monthly budget of \$50k

ASSISTANT ACCOUNT MANAGER | MAR 2018 - MAY 2018

- Helped oversee accounts with a combined monthly budget of \$1.2 million

FOUNDERS HEALTHCARE MARKETING (Startup) - Austin, TX

MARKETING DIRECTOR | JULY 2017 - FEB 2018

- Developed a social media strategy to increase the following of the company website
- Spearheaded viral campaigns for one of the company's new products

PROJECT MANAGER | MAR 2017 - JUN 2017

- Oversee a 10-members team across the globe to make sure deliverables were met on time for our US clients

FACEBOOK SPECIALIST | MAR 2017 - MAR 2017

- Create from scratch a Facebook ad strategy for this new company. We were able to double the spend in 3 months

SERVI-EVENTOS CHELISHA - Cartagena, Colombia

SINGLE-PERSON AGENCY | APR 2012 - JAN 2015

- Web design, social media, Facebook and Google ads, info products, content marketing, and funnel creation

SOCIEDAD PORTUARIA DE CARTAGENA

ENGINEER INTERN | APR 2015 - JAN 2015

- My engineering background allows me to have good attention to detail, being a quick learner and easily adapt to change

TEDxUTB - Cartagena, Colombia

TEDX EVENT ORGANIZER | AUG 2014 - AUG 2015

- This 100-person conference thought me about project management, detail oriented timeline creation, and Creative thinking

EDUCATION

FACEBOOK BLUEPRINT CERTIFICATION (STUDENT)

Facebook Learning Center | 2018 - Present

CERTIFIED ON EDUCATIONAL NEUROTECHNOLOGY

Universidad Internacional de la Rioja | 2018

MASTER OF BUSINESS ADMINISTRATION

Escuela de Negocios de Barcelona | 2017 - 2018

BACHELOR OF ELECTRICAL ENGINEERING

Universidad Tecnológica de Bolívar | 2011 - 2015