

FULL-STACK MARKETER & CREATIVE STRATEGIST

 **PORTFOLIO** <https://www.barbaratalledo.com/>

www.linkedin.com/in/barbaratalledo/

WORK EXPERIENCE

Ancient Remedies, Remote - Texas: Creative Strategist

MAY 2026 - ACT.

Leading creative strategy in the Spanish-Division market, crafting concepts, script writing, ad conceptualization, market research support, UGC coordination, copywriting

Hypersight Labs, Remote - Ohio: Creative & Research Strategist

SEP 2025 - ACT. (PROJECT BASED)

Leading trend research, opportunity mapping, and concept development across wellness, CPG, and emerging culture. Decks, outlines, and MKT Collaterals.

JAM (Just Add Magic) , USA & Canada: Creative Project Manager

MAY 2025 - JULY 2026

Creative Project Management: design team, website projects, client facing, internal coordination, pipeline organization, quality and assurance.

Fast Hook Digital , West Palm Beach: Creative Coordinator

JAN 2024 - ACT.

Creative conceptualization, copywriting in English and Spanish, Ads improvement and testing, digital sales funnels, wireframes UX creation, digital market research, content guidelines for clients, Ads improvement, landing pages, web optimization.

República del Cacao (Groupe Savencia France), Quito: Digital Marketing Analyst B2B

JAN 2022 - JAN 2024

Area management: agency management, social media (campaigns, digital, advertising, content planning), website, e-commerce, suppliers, and 360-degree digital communication strategy for B2B business (across more than 20 countries), influencer marketing program, digital interdepartmental consulting.

Word of Mouth Agency (WOM), Quito: Creative & Digital Strategist

JAN 2019 - JAN 2022

Campaign Conceptualization, Events, and BTL Activations, Creative Copywriting, Digital Media Strategy, Layout and UX Content, Social Media Content, and Team Management (graphics, content, planning). Brands: Nestlé (Confectionery and Baking Line), Roche, Sony Pictures, Phillip Morris, Moderna Alimentos and more.

Freelance: Marketing, Design & Digital Advertising

JAN 2015 - ACT.

LEXIS: Marketing Leader, team management, and third-party consultant for organic and paid content ads.

LETRADA ACADEMY: Part-time Marketing and AI Teacher

CONEXIÓN CHOCOLATE: Marketing Area Management: team leadership, branding coordination, e-commerce, social media (campaigns, digital, advertising, content planning), for B2B and B2C business units.

KUMURU FOODS: Branding Consultation, Brand Creation, Style Guide, and Packaging.

SKILLS

- AI Tools, Creativity, Agile Methodology, Strategy, Digital Project Management, Copywriting, Web Design, SEO, 360 MKT Campaigns.
- Empathy, Teamwork, Proactivity, Management and Organization, Strategic Vision, Team Coordination

EDUCATION

Instituto Europeo De Posgrado 2021-2022, Madrid - Spain

MBA in Digital Marketing
Management: Specialized in
E-Commerce.

UTE University 2014-2019, Quito - Ecuador

Bachelor's Degree in
Advertising and Management -

EPN University 2018-2020, Quito - Ecuador

English Language Proficiency
Certification C1 - English
language

Creativity School 2020, Buenos Aires - Argentina

Diploma in Digital Creativity
and Strategy in Social
Networks.

School Of Visual Arts (SVA) 2015, New York - USA

Diploma in the program "Do
You Speak Design?" by David
Rhodes, President, USA.

LANGUAGES

Spanish: Native
English: Proficient C1
German: Beginner A2

SOFTWARE: GSuite,

Google Analytics, Monday, Canva,
Asana, Click-Up, Figma, Clarity,
Ads Managers , Elementor,
Hootsuite, Ai + Ps, Hubspot. Chat-
GPT, Gemini, Claude, Flux, Hey
Gen, Figma, Vercel, Atria.