

Bárbara Talledo

Worldwide

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FULL-STACK MARKETER



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

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WORK EXPERIENCE

Hypersight Labs, Remote - Ohio: *Creative & Research Strategist*

SEP 2025 - ACT.

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

JAM (Just Add Magic) , USA Based Clients: *Creative Project Manager*

MAY 2025 - ACT.

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, Mall el Jardín, Arkopharma, Olé, BMI.

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