

Bárbara Talledo

MBA/ADVERTISER & DIGITAL EXPERT

Worldwide

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PORTFOLIO

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WORK EXPERIENCE

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.

YTR Agency, Quito: *Digital Marketing & Creativity*

JUN 2017 - SEP 2018

Content, Creativity, Advertising Design, and Digital Media for brands such as: Plan B Immigration Solutions (Canada), Quiport, Yuniq Foods.

Freelance, Quito: *ATL & Digital Advertising*

JAN 2015 - MAY 2017

CCE Radio: Strategic Planning, Creativity, Sponsorship Management, and Organization of self-managed events.

EPN University: National Polytechnic School - Content Creation, Digital Media Campaigns, and Advertising Copywriting.

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

SKILLS

- Strategy, Digital Project Management, Copywriting, and Photography
- 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 A1

SOFTWARE: GSuite,

Google Analytics, Monday, Canva, Click-Up, Figma, Clarity, Ads Managers, Hootsuite, Ai + Ps