



ALVARO 8A

MARKETING & PR

PROFILE

Marketing professional with advertising and Public Relations experiences working on the design and implementation of communication strategies for brands in the local and international markets that have incomed with great results. I have led important projects that gave me strong recognition and close relationships within the media, and influencers industry in Panama.

WORKING EXPERIENCES

ANOTHER PANAMA

Sr PR Account Executive HUAWEI Panama
Jan 2021 - Currently, Panama City

Achievement

In the first trimester of my management, Panama achieved first place in the region of having more media communications coverage and social media buzz.

Responsibilities

100% responsible for PR HUAWEI Panamá
Developing and management of PR strategies for new Huawei Products.
Developing and managing HUAWEI Influencer Marketing Campaigns
Press Releases writing
Management and media coverage
Reporting and Providers Management.

BBM MULLENLOWE PUBLICIDAD

PR Account Executive
Nov 2016 - March 2020, Panama City

Achievements

Introduction of the international Krispy Kreme franchise to the Panamanian market, being part of the team to carry out the opening campaign, achieving media communication up to a month after its launch with a PR Value that exceeded B / .100,000.00

Recognition by the press and journalists for having participated in the Media Call at the launch of Imax Panama Canal, where Hollywood star Morgan Freeman attended and I have led the red carpet for its reception. 100% full coverage and a PR Value that exceeded B / . 60,000.00

Successful opening of the international franchise Texas in Brazil, through a pre and post-opening campaign in mass media. Achieving that the first 3 months the Restaurant was always at 100% capacity.



San Francisco
Panamá City, Panama

ALVARO OCHOA

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62771564



My LINKEDIN Profile

SKILL AND COMPETENCES

Persuasive Writing ● ● ● ●

Innovation and creativity ● ● ● ○

Relationships ● ● ● ●

Negotiations ● ● ● ○

Team Work ● ● ● ●

Orientation to results ● ● ● ●

LANGUAGES

English - Advanced
Español - Native

ONGOING EDUCATION

General English
London Meridian College.
IELTS - C1,

Business English
The English Studio
5 Niveles culminates

Social Media Management
Brothers Panamá Intitution

HOBBIES



Tennis



Running



Burger Lover



Beach Life

Responsibilities

Design and execution of PR strategies offline and online. Writing persuasive content for the media Management of media for Mass calls, media tours, or specifically required communication campaigns.

Design and execution of Corporate events (product launches, Opening parties, premieres, press conferences, among others).

Design and execution of BTL experiences, Unboxing with influencers and digital strategies

Some Clients: Krispy Kreme Panamá, Hutchison Port PPC, Excel Automotriz, Nequi, Volvo Car Panamá,, Petróleos Delta, Wingo. Téxas de Brazil. IMAX Canal de Panamá.

SPECIAL PROJETS

Papa John's Panama: Media and PR strategies for the launch of the new vegan pizzas. 2020

Prieto Laboratory: Donation media coverage. 2020

Sacha Fitness: Communication campaign & PR of the SIN FITRO conference in Panama.2019

INFIT ELECTRO CLUB

Marketing Coordinator

Dec 2015 - Jan 2017, Panama City

Achievements

Development of alliances with the different sports, health and wellness fairs in the Panamanian market. Capturing leads that were transformed into a 50% increase in total annual sales.

Savings to the company of about B /. 15,000.00 for the performance of an anniversary event through the exchange of services with suppliers.

Responsibilities

Design and execution of digital marketing campaigns strategy.

Coordination of corporate events, business logistics, corporate alliances

Public Relations and improvement of corporate image

EDUCATION

JÓSE ANTONIO PÁEZ UNIVERSITY

Marketing Bachelor Degree 2003-2008, Venezuela

Market planning strategies, consumer behavior, market analysis.

CEUJAP JÓSE ANTONIO PÁEZ UNIVERSITY

Management Diploma 2010, Venezuela

Business management, Organizational culture, Budget management, Planning and market analysis.