

Ivana G. Ochoa

Education

Universidad del Sagrado Corazón

- **2020 - 2024** Bachelor's degree in Strategic Communications.
- **2024-2025** Master's in Public Relations & Integrated communications.

Experience

Marcomm Jr. Associate — Endeavor Puerto Rico | May 2024

- Managed social media strategy and daily content execution to increase brand visibility.
- Developed digital strategies to support campaigns, events, and entrepreneur initiatives.
- Produced and copywrote multimedia digital content across platforms.
- Coordinated event planning and production for brand activations and stakeholder engagements.
- Led community engagement efforts with founders and key stakeholders.
- Supported public relations efforts including press release drafting, media coordination, and executive communications preparation.
- Ensured brand presence and consistency across events, press conferences, and digital channels.

Executive Account Manager — Elemento 360 | Feb.2022-2024

- Oversaw client accounts, ensuring strategic alignment and campaign effectiveness.
- Conducted market research, insights, and competitive analysis.
- Created digital content and branding materials tailored to client objectives.

Skills

Public Relations & Media Support • Press Release Writing • Executive Communications • Social Media Management • Digital Strategy • Copywriting & Storytelling • Branding Development • Content Creation & Production • Event Planning & Coordination • Community Engagement • Market Research & Insights • KPI Tracking • Bilingual (English & Spanish)

Contact

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