

Ovidio Hinojosa

(214) 876-1767 | hinojosa.ovidio@gmail.com

<https://ovidio.info/>

<https://www.linkedin.com/in/ovidiohinojosa/>

SUMMARY OF QUALIFICATIONS

Strategic thinker with over 13 years of experience in brand strategy, marketing, and communications. Expertise in blending data-driven insights with creative storytelling to craft compelling brand narratives that resonate across diverse audiences. Proven ability to develop and implement integrated campaigns, refine brand positioning, and optimize performance through rigorous market analysis. Adept at collaborating with cross-functional teams to build scalable, impactful brand strategies. Areas of expertise include:

Data-driven Storytelling
Brand Architecture
Strategic Positioning

Communications Planning
Consumer & Market Research
Creative Brief Development

Digital & Social Media Strategy
Campaign Development
Multicultural Strategy

PROFESSIONAL EXPERIENCE

Associate Director of Strategy

Mustache & Edible, Inc. (Edelman Network) – Portland, OR/Remote

August 2022 – December 2024

- Led data-driven brand strategy for Perdue Farms' *Beer Can Chicken Beer* campaign, leveraging consumer insights to drive a 7% sales increase, 3.34 billion impressions, a 4% boost in aided awareness, and a 9% rise in brand consideration within four weeks. The case study won Gold at the 2024 WARC Awards for Effectiveness.
- Conducted qualitative and quantitative research to develop Taco Bell's multicultural brand strategy (Project Auténtico), influencing long-term Hispanic audience engagement.
- Crafted brand architecture and strategic messaging for Eli Lilly, ensuring cohesive positioning across corporate communications, healthcare accessibility, and mental health initiatives.
- Developed content and thought leadership strategies for Google's sustainability initiatives, driving engagement at high-profile events such as Climate Week and COP28.

Senior Brand Strategist

DNA – Seattle, WA

May 2021 – June 2022

- Designed and executed a revitalized social media strategy for Pabst Blue Ribbon, incorporating influencer marketing, crisis management, and content optimization.
- Led research initiatives (surveys and focus groups) for Seattle Sounders FC's 50th anniversary rebrand, aligning fan sentiment with brand evolution.
- Developed brand architecture, voice, and identity for Pillar Properties, collaborating with creative teams to refine messaging and visual identity.
- Integrated blockchain and generative AI technologies into an NFT-based holiday campaign, overcoming supply chain challenges and enhancing client engagement.

Senior Digital Strategist**GMMB** – Seattle, WA*July 2019 – May 2021*

- Developed organic and paid social media strategies for public health campaigns, including COVID-19 response efforts and youth anti-cannabis initiatives.
- Led website and UX strategy for **the BUILD** Initiative and Aligning Science Across Parkinson's (ASAP), utilizing stakeholder interviews, audience personas, and UX research.
- Provided data-driven social listening and web analytics reports for the Gates Foundation, optimizing brand and campaign performance.
- Conducted internal thought leadership and training on SEO, social listening, and digital marketing best practices.

Digital & Social Media Strategist**LERMA** – Dallas, TX*March 2016 – July 2019*

- Led three award-winning digital Super Bowl campaigns for Avocados From Mexico, integrating AI and AR to enhance consumer engagement.
- Developed a unified digital strategy for Cinemark Latin America, ensuring brand consistency across 15 countries while localizing content for regional markets.
- Managed digital and influencer campaigns for Avocados From Mexico, driving performance through innovative audience engagement strategies.

Senior Regional Community Manager**Splash Media** – Addison, TX*April 2014 – March 2016*

- Oversaw global social media operations for Facebook's consumer and business pages, delivering actionable insights through data analysis.
- Led digital strategy and paid media campaigns for Terminix and TruGreen, optimizing content performance and audience reach.

Tools & Technical Proficiency

- **Market & Audience Research:** MRI Simmons, GWI, Resonate, Mintel, eMarketer
- **Social Listening & Analytics:** Brandwatch, Netbase/Quid, Meltwater
- **Web & Campaign Performance:** Google Analytics, Adobe Analytics
- **Social Media Management:** Hootsuite, Sprout Social, Sprinklr

EDUCATION

M.S. | Marketing - Advertising and Branding | University of Texas at Dallas | Richardson, TX**B.A. | English - Creative Writing | University of North Texas | Denton, TX**