

# Ovidio Hinojosa

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Senior brand strategist with 13+ years of experience transforming complex data into clear, compelling insights that drive communications strategy across the customer journey. Skilled at framing the right problems, identifying whitespace opportunities, and translating behavior, cultural signals, and business goals into creative strategies that fuel growth. Adept at collaborating with creative, analytics, and client teams to build brand equity, optimize campaign performance, and bring customer-centric narratives to life.

## WORK EXPERIENCE

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### **Mustache & Edible, Inc. (Edelman Network)**

Associate Strategy Director

**Aug 2022 – Dec 2024**

Portland, OR/Remote

- Led full-funnel strategy and insight development for Perdue's Beer Can Chicken Beer, generating 3.34B+ impressions and a 7% sales lift; awarded Gold at the 2024 WARC Effectiveness Awards.
- Delivered primary research, journey mapping, and cultural insight synthesis for Taco Bell's "Project Auténtico," influencing long-term Gen Z Latino engagement strategy.
- Developed brand architecture and identity for Eli Lilly across mental health, corp comms, and healthcare access initiatives.
- Ongoing market/category research, competitive analysis, audience segmentation, insight mining, and creative brief development for LEGO, Splenda, 7-Eleven, El Pollo Loco, Google Cloud, and various new business pitches.
- Developed communications strategies and plans (including digital, traditional, and influencer tactics) for Perdue Farms, Boursin cheese, and Google's sustainability efforts.

### **DNA**

Senior Brand Strategist

**May 2021 – Jun 2022**

Seattle, WA

- Designed and led insight-to-execution strategy for Seattle Sounders FC's 50th anniversary rebrand, aligning fan sentiment with modern brand positioning.
- Developed brand architecture and messaging for Pillar Properties, crafting a verbal and visual identity system to differentiate in a competitive real estate market.
- Responded to a brand crisis at Pabst Blue Ribbon with a revised content strategy, voice reset, and social playbook that stabilized public sentiment.
- Ongoing market/category research, competitive analysis, audience segmentation, insight mining, and creative brief development for TacoTime NW, Swerve Sweetener, AAA of Washington, and Chess24.com.
- Piloted experimental uses of blockchain and generative AI in client engagement activations.

### **GMMB**

Senior Digital Strategist

**Jul 2019 – May 2021**

Seattle, WA

- Partnered with cross-functional teams on UX, digital strategy, and brand strategy for nonprofits, public health, and philanthropic organizations including the Washington State Department of Health, Gates Foundation, and ASAP Parkinson's.
- Spearheaded website development projects for the BUILD Initiative, including client leadership, primary research, persona creation, user journeys, and card sorts.
- Delivered brand performance dashboards and campaign measurement for Google and Alameda County, emphasizing brand health and digital impact.
- Led internal brand strategy upskilling sessions on SEO, audience research, and brand positioning.

## **LERMA**

Digital & Social Media Strategist

**Mar 2016 – Jul 2019**

Dallas, TX

- Directed ongoing digital and social media strategy – including three Super Bowl campaigns – for Avocados From Mexico, securing brand visibility and consumer engagement through web experiences, augmented reality, generative AI, and innovative social and influencer integrations.
- Managed multicultural brand voice and positioning for Avocados From Mexico’s Hispanic audiences, translating brand positioning and equity into culturally authentic digital expressions.
- Unified Cinemark’s digital brand presence across 15 Latin American markets while preserving regional nuance.

## **Splash Media**

Senior Regional Community Manager

**Apr 2014 – Mar 2016**

Addison, TX

- Directed global social operations for Facebook’s consumer and business platforms across 30+ international accounts.
- Developed content and media strategy for Terminix and TruGreen, translating performance data into optimization recommendations.
- Produced reporting frameworks that translated performance into clear insights for client stakeholders.

## **Golin**

Community Manager

**Feb 2013 – Feb 2014**

Dallas, TX

- Managed content planning, community management, and real-time activations for Metro by T-Mobile and Texas Instruments’ social media presences.
- Activated real-time social war rooms during UFC events, leveraging Metro’s sponsorship to drive engagement and brand mentions.
- Led content planning and stakeholder education on community management best practices.

## **Splash Media**

Social Media Specialist

**Mar 2012 – Feb 2013**

Addison, TX

- Managed social strategy and content for brands including Takis, RAM Trucks, Drobo, and Mrs. Baird’s Bread.
- Supported SEO, PPC, blog content, and web development across Splash’s full client roster.

## **EDUCATION**

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**University of Texas at Dallas**

*MS, Marketing – Advertising and Branding*

**Dec 2014**

Richardson, TX

**University of North Texas**

*B.A, English – Creative Writing*

**Aug 2010**

Denton, TX

## **Core Capabilities**

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Customer Journey Mapping • Insight Mining & Synthesis • Brand Strategy • Campaign Planning • Data-Driven Storytelling  
Integrated Marketing Strategy • Messaging Frameworks • Research Design • Stakeholder Alignment • Creative Brief Development  
B2C + B2B Experience • Telco, Tech, Health, CPG, QSR, Finance • Executive Communication • Agency Collaboration

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