



ÁNGELA OCHOA MENDOZA

Marketing ♦ Digital Marketing ♦ Brand Manager ♦ Activation Manager

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PROFESSIONAL PROFILE

Economics Mayor and Master's in Communication, Marketing and Publicity Management with +6 years of experience in marketing for multinational FMCG.

Strategic, creative, high intellectual curiosity, excellent communication skills and results oriented.

PROFESSIONAL EXPERIENCE

Activation Brand Manager | April 2016 to September 2017 | Johnson & Johnson Peru.

Main Responsibilities:

- Define and implement the local strategy of global brands, ensuring consistency with international positioning for the baby brands of Johnson, Neutrogena, Listerine, Carefree, OB, OTCs, among others.
- Control of marketing budget, definition of media mix, development of promotions, market analysis, development of presentations to regional management.
- Responsible for launches and impeccable execution of the aircraft to ensure that all points of contact with customers, consumers and shoppers are aligned to the brand, are profitable and efficient.

Key Achievements:

- Re-launch of the extended usage platform from the Johnson's baby brand, managing to gain brand participation and space on shelf.
- Launch of the Neutrogena solar protection line, obtaining double-digit growth.
- Impeccable re-launch of Listerine, obtaining market share growth for the brand, brand presence at point of sale and increased brand awareness within consumers.
- Launch of a training platform for point of sale consultants that reduced product training time and costs while strengthening the point-of-sale advice.
- Detained the double-digit decrease of base brands through strategic go-to-market strategies on the non-traditional channels and increased product coverage for the Stayfree brand.

Brand Manager Jr. for intimate hygiene and Digital Lead for the Andean Hub (Colombia, Perú and Ecuador) | April 2015 to March 2016 | Johnson & Johnson Colombia.

Main Responsibilities:

- Develop the vision, identify opportunities, set objectives and strategies of the leading brand of tampons in the market for the Andean region, OB.
- Lead the execution of the brand in Colombia, ensuring impeccable implementation in the launch of new products, pricing strategy, development of new promotions, budget control, investment in online and offline media and creative communication developments.
- Responsible for creating, developing, leading and implementing a successful and attractive digital strategy for the feminine intimate hygiene category for the Andean region.
- Responsible for the strategy and implementation of the digital strategy for the entire consumer business at Johnson & Johnson in the Andean region.

Key Achievements:

- Sales growth that surpassed the objectives, bringing historical sales and market share thanks to a new product launch and new communication strategy.
- Launching of the program and software that integrated the monitoring of social networks with the customer service center(CRM) that guaranteed a seamless experience across consumer touchpoints.
- Development of a successful digital strategy for the launch of the Carefree campaign that gained worldwide visibility within the company, used as an example for consumer understanding.

- Launching of the Carefree, Stayfree and o.b web page for the Andean region, creating synergies of content and costs, and increasing traffic in the three brands www.viveob.com.co, www.carefree.com.co; www.youtube.com/nospasaatodas.

Assistant Brand Manager for Intimate Hygiene and Digital Processes for de Andean Region (Colombia, Peru and Ecuador) | May 2014 to March 2015 | Johnson & Johnson Colombia.

Main Responsibilities:

- Manage tampon leading brand in the market and development of digital strategy for the intimate hygiene category, including brand objective definition and local strategies.
- Lead and implement the digital strategy for female care brands for the Andean Region.
- Lead and implement of the multi-brand digital strategy for the consumer business.

Key Achievements:

- Led digital campaign for Carefree's new launch that achieved the highest market share in two years.
- Launched the corporate site for the Andean region that delivered cost and time synergies between countries and brands.

Assistant Brand Manager Johnson's Baby Wipes and Digital Processes for the Andean Region (Colombia, Peru and Ecuador) | March 2013 to April del 2014 | Johnson & Johnson Colombia.

Main Responsibilities:

- Baby wipes category management including competitor and market analysis, pricing strategy, new product development, promotions.
- Responsible for Johnson's baby's digital strategy launch and for relationship management with key content partner website: BabyCenter.
- Support Hair Care's business as well as new product launches for Johnson's Baby.
- Support the development and implementation of the digital strategy for the consumer business in Colombia.

Key Achievements:

- Sales and share of market growth above target.
- Johnson's baby's digital ecosystem launch including website and Facebook launch.
- Global Johnson & Johnson internal award winner for "Best Social Media Campaign".
- Johnson & Johnson Leadership awards for "Best team" in 2012.

Other Roles:

- **Marketing Trainee | January 2012 to February 2013 | Johnson & Johnson Colombia.**
- **Marketing Intern | January 2011 to February 2012 | Johnson & Johnson Colombia.**

CONSULTANCY AND SPECIAL PROJECTS

"Juntos en el Asfalto" CSR Campaign for Hyundai | September 2018 | Asesores comunicación RRPP.

- Supported the implementation of the CRS campaign for Hyundai as part of the communications team.
- Responsible for journalist relationships, contact and follow-ups.
- Drafting of communication notes for the Hyundai Directives.

Digital Strategy for Cabify | July 2018 | Digital Strategy and Social Media Summer Course IED Madrid.

- Development of Cabify's retention campaign digital strategy and formal presentation to the Cabify's communications and marketing directives as the final project for the course.
- Deliverables included the development of communication assets, concepts, KPIs.
- *Chosen as "Winner Project" by the brand.*

Marketing and Communications Strategy for Hyundai | June 2018 | Master's Final Project IED Madrid.

- Development of the marketing and communication's strategy for Hyundai's new launch and formal presentation to the communications and marketing directors of the brand.

- Deliverables included the development creative assets, market investigation, consumer insights, KPIs.
- *Chosen as "Winner Project" by the brand.*

Personal Marketing Strategic Consultancy | March 2018 to May 2018 | La Consultora.

- Development of LinkedIn strategies and content for Top Executives in Europe and the US to strengthen the online presence and act as influencers in their industry while promoting their companies.
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ACADEMIC BACKGROUND

Higher Education:

- Master's in communication, Marketing and Advertisement management -Honours Degree | IED Madrid | September 2017 to August 2018 | Madrid, Spain.
- Economics and International Business Bachelor's | Universidad Icesi | 2005 to 2011 | Cali, Colombia.
- University Exchange Program in International Relations | Universidade de São Paulo | 2008 to 2009 | Sao Paulo, Brazil.

Other Courses:

- Digital and Social Media Strategy -Full Scholarship- | IED Madrid | June to July 2018 | Madrid, España.
- Project management diplomate with PMI standards | Universidad Javeriana | July to September 2014. | Cali, Colombia.
- MxDigital 1.0 Online Fundamentals | Rutgers Center for Johnson & Johnson | 2013 | Online.
- Mx for Johnson & Johnson | "MxInsights" Finding Consumer Insights | 2014 | Online.

Programs:

- PowerPoint, Excel, Tableau, Nielsen Answers, Kantar, Premier, Augure.
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LANGUAGES

- Spanish: Native.
 - English-Bilingual: Colegio Colombo Británico class of 2004.
 - French-Intermediate: Universithé Cathólique de Lyon (Francia) – 2005.
 - Portuguese-Fluent: Universidade de São Paulo- Instituto FFLC- 2008.
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**Legally authorized to work in Spain.*

***References Available upon request.*