

# REYNALDO A. OCASIO PACHECO

**PUBLICIST AND DIGITAL MARKETING SPECIALIST**

**OBJECTIVE:**

Being able to serve in an effective and productive way using my knowledge, skills and abilities to achieve the objectives set by the company. "As a purpose, I will be able to constantly improve who I am and what I do."

**ADDRESS**

1299 Calle W. Bosch  
Terrazas de San Juan

**CONTACT**

(787) 903 3608  
reynaldo.ocasio@gmail.com

**SOCIAL MEDIA**

Web: [www.reynaldoocasio.com](http://www.reynaldoocasio.com)  
Meta: reynaldoocasioidigital  
Instagram: @RODigital  
LinkedIn: Reynaldo Ocasio  
Podcast: Digitalizate

**NUC UNIVERSITY, BAYAMON CAMPUS, 2021**

Master in Business Administration with a specialty in Digital Marketing.

**UNIVERSITY OF PUERTO RICO, CAROLINA CAMPUS, 2018**

Bachelor's Degree in Commercial Advertising with a specialty in Advertising Production.

**MICROSOFT OFFICE SUITE**



**EMAIL MARKETING**



**PHOTOGRAPHY AND VIDEO**



**WEB PAGES**



**INBOUND MARKETING**



**LEADERSHIP**



**SOCIAL MEDIA MANAGMENT**



**ADOBE CREATIVE SUITE**



**GOOGLE Y FACEBOOK ADS**



**BRANDING**



**TEAM WORK**



**ENGLISH**



## PROFILE

## EDUCATION

## ABILITIES

## EXPERIENCE

### **UAGM | PROFESOR | 2022-2024**

I provided dynamic and engaging classes to diverse groups of students. Utilizing a variety of teaching methods, including interactive group activities and multimedia resources, I helped students develop critical thinking skills and deepen their understanding of the subject matter.

### **ESCUELA EMPRESARIAL | MARKETING | 2022-2024**

Brand Manager on social media. Content creator, develop advertising strategies, manage multiple ADS campaigns on Facebook and Google, events creator, filming and video editing. I also offer workshops on digital marketing.

### **RODIGITAL | MARKETING | 2018-2024**

Brand Manager of multiples business account on social media. Content creator, develop advertising strategies, manage multiple ADS campaigns on Facebook and Google, events creator, filming and video editing.

### **DECEP UPR CAROLINA | MARKETING | 2019-2021**

Brand manager of DECEP UPR CAROLINA. Content creator, develop advertising strategies, manage multiple ADS campaigns on Facebook and Google, events creator, filming and video editing. Community manager and chatbot developer.

### **CEGSOFT | MARKETING | 2019**

Digital content creator, develop advertising strategies, email marketing, video editing, website design and programming.

### **PROJECT FLAMBOYANT | MENTOR | 2018**

Being a mentor in the academic process of students of the University of Puerto Rico at Carolina.

### **MIO AGENCIA DIGITAL | BRANDING | 2018**

Supervised practice creating brands from scratch.

### **JMD COMMUNICATION | DIGITAL CONTENT | 2018**

Supervised practice creating content for different brands on social media.

### **AREA SPORT | SOCIAL MEDIA MANAGER | 2017-2018**

Brand manager of AREA SPORT. Content creator, develop advertising strategies, manage multiples ADS campaigns on Facebook and Google, events creator, filming and video editing and community manager.

### **TRE AGENCY | DIGITAL CONTENT | 2017**

Content creator and developer of advertising strategies.

## CERTIFICATIONS

### **AMERICAN BUSINESS COLLEGE | ARTIFICIAL INTELLIGENCE & GROWTH MARKETING | 2023**

Certified in Artificial Intelligence & Growth Marketing, with enhanced skills in applying AI algorithms to optimize marketing strategies. Demonstrated ability to identify growth opportunities and improve the efficiency of digital campaigns. Practical experience in developing predictive models and implementing large-scale personalization strategies.

### **CMAS | CREATE & LAUNCH YOUR SCHOOL. | 2022**

Certification provided me with the knowledge and skills necessary to create my own successful online educational platform. I learned how to effectively design and promote online courses, which allowed me to expand my educational reach and reach a wider audience. Thanks to this certification, I was able to turn my educational ideas into a reality and join the growing community of online educators.

### **UAGM | FACULTY CERTIFICATIONS | 2022**

As an accomplished and certified faculty member, I possess a wealth of experience and expertise in Blackboard and remote class instruction. My proficiency in both Basic, Intermediate, and Advanced Blackboard, as well as Basic, Intermediate, and Advanced Blackboard Ultra, allows me to effectively engage with students and deliver exceptional educational experiences. With a strong background in remote instruction, I am well-equipped to manage online course delivery and provide students with the tools they need to succeed.

### **STUKENT CERTIFIED | MIMIC SOCIAL | 2021**

MIMIC SOCIAL" certification for successfully creating and managing simulated social media marketing campaigns for Facebook, Instagram, YouTube, Twitter, LinkedIn and Pinterest.

### **HUBSPOT | SOCIAL MEDIA | 2020**

Certification in Social Media.

### **HUBSPOT | INBOUND | 2020**

Certification in "Inbound".

### **CREHANA | SOCIAL MEDIA | 2020**

Certification in Social Media, "Social networks from scratch: Achieve digital success".

### **HUBSPOT | INBOUND MARKETING | 2019**

Certification in "Inbound Marketing".

### **DECEP | NETWORKING & PROMOTION | 2018**

Certification as a trainer in networking and promotion.

### **SOCIAL MEDIA ACADEMY | SMM | 2017**

Certification as "Social Media Management".