

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

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SOCIAL MEDIA

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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 | 2022-2025

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 | 2022-2025

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 | 2018-2025

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

UAGM | TRANSFORMING EDUCATION: STRATEGIES TO INTEGRATE DIGITAL LITERACY | 2024

Certification in innovative educational strategies, focusing on digital literacy integration in remote and in-person learning environments. Demonstrated expertise in evaluating and implementing modern teaching methodologies.

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 | INBOUND & SOCIAL MEDIA | 2020

Certification in Inbound & Social Media.

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".