

VICTORIA ALDECOCEA

• strategist •

EDUCATION

Florida State University | Dec 2019
Communications & Media Studies BS
• GPA: 3.8 - Magna Cum Laude

FSU International Program
Valencia, Spain 2017

SKILLS

PROFESSIONAL

Strategic Thinker
Human Sponge
Animated Speaker
Cheerleader for Creatives
Savvy Writer
Problem Solver
Hand Raiser
Fluent in Creative

TECHNICAL

Qual & Quant Research
Competitive Analysis
Field Research
MRI Simmons
Numerator
BrandWatch
Adobe Pr, Ps, Lr

ACTIVITIES

BBH Beautiful Minds Program
2020 Participant & Semi-Finalist
Planning Dirty by Julian Cole
2020 Student
Miami Ad School
2022 Instructor • 2020 Top Dog

INTERESTS

Mentoring via student outreach
Binging comedy podcasts
Cuddling furry animals
Collecting crystals
Beauty community
Globetrotting

PROFESSIONAL EXPERIENCE

DAVID | Miami, FL

OCTOBER 2021 - PRESENT

Strategist | Budweiser, Corona Global, Danone Global + New Business

- Working across a variety of clients crafting data and culture-driven solutions for national and global projects
- Drafted, presented, and sold a new platform strategy for Activia Global; working with CSO and clients to deliver beyond expectations
- Actively collaborate with creatives to build upon, optimize, and sell-in ideas to our clients and prospective accounts
- Developed always-on briefs to enable creatives to seize proactive opportunities that deliver against the clients' annual jobs to be done
- Crafted and co-led an interactive Creative Excellence presentation centered on Super Bowl 2022 for Danone Global

OCTOBER 2020 - OCTOBER 2021

Associate Strategist | Budweiser, Bud Zero, Burger King, Danone

- Writing briefs, leading brainstorming, and presenting to clients on projects for Burger King, Danone, and America's beers
- Continuously analyzed data and cultural trends to be translated into potent insights for creative briefs and proactive ideation
- Ran competitive analysis and drafted research stimuli; the results fueled the positioning and naming of a new product

JULY 2020 - SEPTEMBER 2020

Miami Ad School | Remote

Student | Strategic Planning Bootcamp

- Participated in the eminent and intensive 11-week strategy and account planning program
- Trained and mentored by top strategy professionals from BBH, Publicis, Dirt, Google and more
- Briefed in and collaborated with a creative team to develop 360-executions
- Pitched ideas weekly for clients such as Ikea, Apple among others

JUNE 2020 - OCTOBER 2020

Six Figure Jobs Inc. | Los Angeles, CA

Social Strategist

- Led the development of social content strategy to be activated across 6 social platforms
- Collaborated with the creatives to craft engaging comms that ultimately translated to commercial triumph
- Conducted an in-depth, ongoing analysis of the online course category to uncover the optimal way to cut through the clutter while delivering against the jobs to be done