

VICTORIA ALDECOCEA

EDUCATION

Florida State University
Communications & Media Studies BS
• GPA: 3.9 - Magna Cum Laude

Miami Ad School
Strategic Planning Program

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
GWI
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

AWARDS

Effie US Awards
2023 Finalist | Activia: From A to Z
Miami Ad School
2020 Top Dog Student

PROFESSIONAL EXPERIENCE

Gotham @ McCann Worldgroup | New York, NY

OCTOBER 2022 - PRESENT

Strategist | Maybelline New York + New Business

- Day-to-day strategic lead on Maybelline New York business, responsible for shaping and executing brand and product campaign development across global markets
- Identified avenues for growth by proactively pitching new workstreams and increasing agency scope on the US business, MNY's largest market
- Elevated the perception of strategy within the agency to bring strategic rigor and cultural insight to the creative process
- Contribute thought leadership and expertise on the ever-evolving landscape of beauty culture and trends within the category
- Hosted a workshop to inspire clients with new ways to reimagine the beauty category and advertising through the lens of Gen Z
- Mentor and aid the career development of junior-level talent
- Curate, write, and distribute a weekly newsletter to keep clients and company on the pulse of culture and spur action
- Craft and tailor content plans to ensure campaign messaging resonates with the target consumers and maintains consistent execution throughout worldwide markets

DAVID | Miami, FL

OCTOBER 2021 - OCTOBER 2022

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

- Worked 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