Victoria Andrea Ferroni Ocasio

See My Portfolio

victoria.ferroni@gmail.com
(520) 979-1071

Experience

Account Manager / ProperExpression

DECEMBER 2022 – PRESENT, REMOTE

- Develop and execute creative digital campaign strategies for over 10 client accounts at a time
- Lead end-to-end execution of diverse website projects, actively partaking in design strategy and development
- Spearheaded a creative advertising initiative resulting in a 27% increase in client sales.
- Oversee and collaborate with the design team to ensure successful project delivery
- Manage client relationships, achieving a 93% retention rate
- Collaborate with clients to establish brand creative and messaging guidelines
- Maintain responsibilities from Account Coordinator role

Account Coordinator / ProperExpression

JUNE 2022 – DECEMBER 2022, REMOTE

- Spearhead the execution of digital marketing campaigns
- Develop design briefs and oversee project delivery
- Coordinate project timelines among team members
- Report and present project performance and learnings
- Track and analyze weekly KPIs
- Act as first point of contact for all client communications

Project Manager / Launch Team

JANUARY 2021 – MAY 2022, REMOTE

- Directed and supervised marketing projects from inception to completion
- Contributed to graphic design projects for marketing collateral and advertising materials
- Regularly maintained and updated clients' website design
- Developed and managed content calendars

Marketing Assistant / Breton USA

JAN 2020 – DEC 2021, SARASOTA FL

- Contributed to company rebranding efforts
- Assisted in the development of trade show booth designs
- Developed social media and advertising creatives

Education

UX/UI Bootcamp
University of Central Florida

OCTOBER 2023 – MAY 2024

Marketing B.S.
University of South Florida

2021 GRADUATE

Skills

- UI/Interaction Design
- UX Research
- Information Architecture
- Wireframing
- Prototyping
- Ability to develop creative design solutions
- Proven track record of delivering projects on time
- Ability to create both web and print ready work
- Excellent communication
- Ability to collaborate with a variety of stakeholders
- Team management and leadership

Toolkit

- Figma
- Photoshop
- InDesign
- Illustrator
- Basic HTML + CSS

Other Experience

Developed digital art for albums and single covers