

# Julieta Ocampo Giraldo

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## COMMUNICATION & MARKETING

I'm a communication professional with several years of experience across industries like advertising, consulting and the non-profit sectors. I contribute to transforming complex ideas into clear, compelling narratives that support organizational goals and inspire action. Think of me as a dynamic problem solver who designs and executes strategies that drive meaningful change and organizational success.

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## CORE COMPETENCIES

Writing	Campaign ideation	Strategic communication
Executive communication	Budget management and Operations	Performance measurement
Bilingual ENG/SPA	Research and insights	

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## PROFESSIONAL EXPERIENCE

### TechnoServe (International Development NGO)

#### Senior Communication Specialist

Apr 2024 - Present

#### Communication Specialist

Jul 2022 - Apr 2024

Help TechnoServe teams and leaders share stories and ideas that inspire progress in the fight against poverty. Work within the HQ communications team to drive the development of articles and reports, support thought leadership on social media, write external-facing documents, and assist with internal research and tracking.

- Lead the creation of press releases, articles, reports, case studies, fact sheets, talking points, and other external communications pieces about TechnoServe's programs and initiatives.
- Partner with country and program teams to develop tailored communications strategies that anticipate and respond to their needs.
- Support senior leaders in identifying and preparing for thought leadership opportunities, including speaking engagements and executive messaging on LinkedIn.
- Develop training materials and deliver capacity-building sessions to TechnoServe teams on communications tools, techniques, and platforms.
- Analyze project reports, global news, and stakeholder activities to identify external communications opportunities.
- Contribute to strategy development and planning for organizational thought leadership and communication initiatives.
- Measure and evaluate the impact of communications by identifying key performance indicators (KPIs), maintaining dashboards, and tracking results.
- Engage effectively with internal and external stakeholders, including partners, contractors, and team members at all levels of the organization.

### Berkeley Research Group (Consulting Firm)

#### Case Assistant

Jan 2019 - Jul 2022

Provided comprehensive communications and administrative support to the International Arbitration practice, ensuring seamless project execution, effective delivery of client-facing materials, and efficient management of staff.

- Supported the development of direct presentations and materials for international arbitration tribunals.
- Conducted contextual research and contributed to the development of bid proposals and new business opportunities.
- Collaborated with the marketing team to update and relaunch the International Arbitration microsite and other promotional materials, including submissions for industry specific media outlets.
- Managed business operations, including the development of financial forecast tools, optimization of resource allocation, and adherence to billing cycles and budgets.
- Oversaw budgets of up to \$2,000,000, ensuring accurate reconciliation, profit-and-loss management, and alignment with project goals.
- Collected and analyzed business metrics such as staff utilization, revenue, and accounts receivable to produce regular performance reports for leadership.
- Established project management workflows in Monday.com to enhance operational efficiency.
- Coordinated internal and external events, including team retreats and client meetings, while managing relationships with vendors and stakeholders.
- Designed and maintained templates for Microsoft Word and PowerPoint to ensure consistency across deliverables.

## **McCANN Worldgroup**

### **Account Executive**

**Jan 2016 - Dec 2016**

### **Account Coordinator**

**Oct 2015 - Jan 2016**

Led the management and execution of client projects promoting Colombia's foreign investment, exports, and tourism. Collaborated with cross-functional teams to deliver high-quality, on-time, and on-budget creative campaigns that aligned with client objectives.

- Supported the Client Accounts Team in developing, planning, and executing campaigns by coordinating with internal creative and strategic teams.
- Managed project schedules, budgets, and resources, ensuring concepts were successfully produced and delivered within scope.
- Built and maintained strong relationships with clients, serving as the primary point of contact for project scoping, execution, and post-launch activities.
- Oversaw project workflows, defined and improved processes, and ensured alignment between creative and strategic goals at every project stage.
- Facilitated internal and external meetings, prepared relevant documentation, and led discussions to ensure project clarity and progress.
- Drafted and managed key documents, including proposals, scopes of work, production schedules, and budgets, ensuring financial and timeline adherence.
- Anticipated project risks, communicated solutions proactively, and maintained high-quality assurance across deliverables, including media, design, and experiential outputs.
- Participated in brainstorming sessions, providing strategic insights to guide the development of meaningful, culture-driven campaigns.

## **EDUCATION & CERTIFICATIONS**

### **Bachelor of Arts Communication and Media Studies**

Pontifical Xavierian University, Bogota, Colombia

### **Graduate Business and Marketing Certification**

Columbia University- School of Professional Studies (SPS)

### **360 Project Management**

E-Cornell

## **SKILLS**

Microsoft/Google Suites	HubSpot
Wordpress	Mailchimp
Website Builders	
Asana	
Airtable	
Monday.com	
Meltwater	
Photoshop/ Illustrator (Basic)	
Canva	