






# CAMILA CARRILLO

CREATIVE, STORYTELLER & WEARER OF MANY HATS

 camscarr2@gmail.com  
 305-815-2510  
 [Camila Carrillo](#)  
 New York, NY  
 [camicarrillo.com](#)

## EXPERIENCE

### Mindshare | *Project Manager*

April 2024 - Current, New York NY

- Identify operational inefficiencies, transforming them into opportunities to enhance team performance and drive successful project delivery. Design and implement forward-thinking processes that streamline workflows and foster impactful, cross-departmental improvements.
- Lead comprehensive process audits and data-driven business analysis to uncover actionable insights that promote continuous improvement and strategic growth.
- Develop and deliver visually engaging, persuasive executive presentations that clearly communicate key findings and initiatives, fostering collaboration and alignment across teams.

### Accenture | *Social Campaign Delivery Manager*

August - April 2024, New York NY

- Managing Jaguar Land-Rover's social media accounts (17m+ total followers across platforms), meticulously adhering to modern luxury brand guidelines. Leveraging data-driven insights and analytics to optimize organic and paid social strategy, ensuring alignment with client KPIs and driving impactful engagement.
- Cultivating seamless cross-functional collaboration with North American client, global marketing team, other global partners, and creative teams ensuring alignment with campaign objectives on a large scale.
- Working on seamless integration with the global marketing team, strategically aligning social media initiatives with campaign objectives. Managed technical collaboration with external agencies, contributing significantly to the brand's technological advancement and enhancing its digital footprint.

### Senior Business Design Analyst

June 2022 - August 2023, New York NY

- Selected to join Accenture's Growth and Product Innovation department focused on helping legacy clients launch, manage and commercialize their own internal start-ups and reach an end goal of \$100m in revenue in 5 years.
- Supported a legacy CPG account on their internal business structure, growth strategies and marketing via detailed account planning and management. Tasks included tracking project completion, managing day-to-day client operations, and anticipating client needs.
- Worked in tandem with the graphic design department to create social assets, presentations, creative award submissions and paid social graphics used for A/B testing.

### SelectFew | *Brand Marketing & Operations Manager*

Jan 2021 - June 2022, New York NY

- Pioneered the development of a comprehensive brand identity for a new start-up from inception to execution, strategically defining brand elements, visual aesthetics, and messaging to establish a compelling and cohesive brand presence in the market.
- Authored all internal and external communication materials such as branded email templates, newsletters, company announcements and outreach scripts.
- Built the operations department by implementing a centralized operations model and working cross-departmentally to set up road maps for designing and applying scalable company-wide internal processes.

### RLM Public Relations | *Marketing Manager*

July 2020 - Jan 2021, New York NY

- Managed social and marketing clients in the entertainment, beauty, tech, legal, food and beverage, and CPG industries, integrating traditional and innovative marketing strategies in order to create unique experiences for consumers, followers and brands' communities.
- Led 3 client rebrand projects from conception to launch by facilitating workshops, creative brainstorming, and competitor audits.
- Created and curated unique, trend-based graphic and video and content for 10+ clients across Instagram, Twitter, Facebook and Pinterest using Adobe Suite. Managed brand identities and created many brand guidelines.
- Organically grew social following (average 1k+ followers), managed content calendars, pitched social strategies, posted 5-7 times a week across social platforms, community managed, and wrote all social copy for all clients.

### Marketing Assistant

Feb 2020 - July 2020, New York NY

- Tracked client KPIs and relevant data by creating bi-weekly analytics reports, market research decks, competitor analyses, social audits, and recording Facebook Ads metrics.
- Increased agency's social media following (+600 followers) and engagement by implementing new rebrand and social strategies on Instagram, Facebook, LinkedIn, and Twitter.

### THR33FOLD Agency | *Creative Strategy Contractor*

Dec 2019 - April 2020, Miami FL

- Established authentic messaging between clients and their target audiences as the lead copywriter and community manager by researching and authoring slang and terminology reference sheets for niche client accounts.
- Maintained client retention rates by meeting KPIs through the application of 90-day creative marketing plans ideated by the team and myself.

## EDUCATION

### The University of Florida

*B.S. in Journalism, concentration in Event Management & Graphic Design*

Class of 2019, Gainesville FL

## TECHNICAL SKILLS

- Branding / Brand Strategy
- Social Media Strategy
- Content Creation
- Graphic Design
- Adobe Creative Cloud
- Facebook Blueprint Certified
- Facebook Ads Manager
- Microsoft Office
- Cross-functional Partnerships
- Google Workspace
- Spanish Speaking

## PERSONAL SKILLS

- Kindness
- Creativity
- Out-of-the-Box Thinking
- Professionalism
- Creative Application
- Problem Solving
- Attention to Detail
- Curiosity

## INTERESTS

- Horror Films
- Post Impressionist Art
- Formula 1
- Fall in New York
- All HBO Shows
- Soft Serve Ice Cream
- Whodunits?
- Movie & TV Analysis Podcasts
- Cooking Peruvian Food