

# Cesar Augusto Ochoa

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Strategic, resourceful and mission driven business partner with experience in research, partnerships and consulting for clients in start-ups and mature environments

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## SOFTWARE SKILLS

**Analytics:** Google Analytics, SymplyAnalytics, DOMO, Omniture, Comscore

**Research:** LexisNexis, Esri

**Marketing:** Facebook Business Manager, Google Ads, Hootsuite, Buffer, Brandwatch, Mailchimp, WordPress

**Design:** Photoshop, InDesign, Premiere Pro

**Coding:** HTML

**Computing:** Google Cloud

**Data Visualization:** Tableau

**ATS:** Spotlight Light (Salesforce Integration), Handshake, LinkedIn RPS, Greenhouse

**Operations:** Microsoft Office (Excel, Word, PowerPoint, OneNote), FoxitPhantomPDF, Basecamp, Slack

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## LANGUAGES

**Bilingual:** English, Spanish

**Intermediate:** Portuguese

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## PROFESSIONAL EXPERIENCE

**The Creative Group - Robert Half, Washington, D.C.**

**May 2019 – Present**

**Senior Digital Recruiter**

- Create and implement executive search strategies to provide a robust, qualified, and diverse candidate pool which led to over 100+ successful candidate placements up to date
- Personal recruitment efforts/placements generated over \$250,000 in revenue in less than 2 year in 2 different roles and in 2 different markets while maintaining a 95% closing rate
- Create candidate personas and case studies to present to account management team and clients
- Partner with hiring managers to identify needed roles, and assign competencies using both technical and behavioral interviewing models
- Act as University Partner, by managing relationships with career services, student organizations, and faculty
- Lead training, including assessment of best practices in interviewing techniques, market trends, overcoming candidate/client objectives, and discovering talent via LinkedIn, Boolean Search, and internal ATS
- Track and analyze team's performance metrics on DOMO to present report to senior leadership
- Consistently achieving monthly goals, including activity (50+ interviews/12+ hires monthly and 100+ cold calling dials weekly), diversity of candidate hired, and time-to-fill ratio
- Constantly achieving All-Time High recognition with a weekly spread average of \$15,000 and rank in top 3% of 300+ recruiters for TCG (Revenue Generated)
- Successfully placing candidates for internationally recognized clients, such as Wunderman Thompson, GMMB, TV One, Society of Human Resources Management (SHRM), The Hill, IBM Corporation, AARP, etc

**Creative Recruiter**

**May 2019 – December 2019**

- Promoted to Senior Digital Recruiter within 7 months of hired
- Staff for positions, such as User Experience Designers, User Interface Designers, Front End Developers, etc.

**Yelp, Washington D.C.**

**February 2019 – May 2019**

**Account Executive,**

**Co-Lead of Diversity & Inclusion Employee Resource Group**

- Managed a pipeline of 3000 businesses using Salesforce and drove full-sales cycles (prospecting to close) to new customers across all verticals
- Exceeded company monthly Quota goal of \$20,000, using Salesforce management, data tracking and market forecast
- Advised clients to develop advertising strategies utilizing Pay per Click Ads, and local search campaigns
- Planned and executed programming and events centered on raising awareness of minority groups (i.e., Latinx Heritage Month)

- Collaborated with the HR department to increase Diversity in the workplace through panel discussions and proposals of recruitment interview screening questions

**ViacomCBS, Miami Beach, FL**  
**Creative Promotions Coordinator**

**September 2017 - October 2018**

- Project management of all 360 promotional campaigns for marketing, product development, creative, video, and social campaigns from conception to delivery assigned by the VP, Television Production and Creative Director for MTV, VH1, Comedy Central, and Paramount Channel Latin America & Brasil
- Managed the launch and daily programming of the Emmy Award television show, The Hand Maids Tale a Paramount Pictures Channel Exclusive, and increasing viewership ratings 15% in Chile, 54% in Mexico, and 25% for Argentina and Peru for the network
- Edited promos using Adobe Premiere Pro to render and create special stunts, tags, spots, and on-air graphics
- Worked with clients and vendors for TV/on-the-ground activations, as well as ongoing campaigns
- Responsible for quality control of form and content, graphics, language accuracy, and editorial revision
- Developed detailed project plans to track progress and report progress to senior leadership
- Worked together with Senior Producer for on and off-air promotional messaging for the regions assigned
- Managed budget distribution for vendor projects and third-party agencies
- Coordinated the programming in regular scheduling for LATAM, and helped with the programming strategy using On-Air Promos software (OAP) and Oacis

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## INTERNSHIPS

*NBCUniversal, **Digital Marketing Intern**, October 2016 - December 2016*

*ViacomCBS, **Consumer Insights & Analytics Intern**, October 2015 - December 2015*

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## EDUCATION

**Florida International University, Miami, FL**, Bachelor of Science - Advertising, Marketing, 2016 - 2020

**Miami Dade College, Miami, FL**, Associates Degree - Mass Communications, 2015

**Google**, Certificate - Business Transformation with Google Cloud, 2020

**Citi Program**, Certificate - Social and Behavioral Responsible Conduct of Research, 2018

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## VOLUNTEER FOR NON-PROFIT ORGANIZATIONS

**ALPFA (Association of Latino Professionals For America)**, Board - Director of Marketing, 2019 - present

**YearUp**, Mentor, October 2019 - February 2020

**Upwardly Global**, Mentor, December 2019 - February 2020