

Hi, I'm Carlos Ochoa.

Growth Marketer & Designer | carlosochoa.com



I bring a unique blend of perspectives as a digital marketer, a designer, and growth strategist, with both startup and agency experience.

Experience

Story Swag

[Growth Marketing](#) | 2020 – Present | LA (remote)

- Ran FB Ads campaigns that resulted in a 1:3 CAC:LTV ratio
- Optimized subscription pricing to increase revenue & perceived value while maintaining conversion rates
- Designed upsell interactions to increase paid subscriptions

Freelance

[Growth Strategy, & Creative](#) | 2019 – 2020 | NYC (remote)

- Designed optimizations to increase enterprise conversions from free to paid tiers at Parabol.
- Developed strategy and campaign concepts for several Fortune 500 companies in consumer finance and biotech.

Little Arrows

[Strategist & Paid Media](#) | 2013 – 2019 | NYC & LA (remote)

- Used FB Ads to grow in-store sales for several CPG clients by 12-44%
- Amplified Piper Heidsieck champagne's sponsorship of The Oscars on social media to reach 15mm viewers.
- Established social media impact measurement standards for in-person brand events

POKE New York

[Art Director](#) | 2010 – 2013 | NYC

- Designed & ideated digital campaigns for American Express, The Body Shop, and Penguin Books.
- Co-led the agency's website redesign and implemented it in design, code, and copy.

Projects

Chia Supply

- Grew marketplace to 65 providers in first 2 weeks
- Generated SEO-optimized content at a rate of 3,000 words per week

Education

School of Visual Arts

Advertising & Design

2006-2010

Skills

Remote productivity

Presentation

Written communication

Collaborative problem solving

Self-starter

Software and applications

Marketing

Facebook Ads

Google Analytics

Mailchimp

Funnel design

Chatbot automation

Retargeting

A/B Testing

Data analysis

Design

Figma

Webflow

Photoshop

Illustrator

HTML & CSS

Git

General

Keynote/PowerPoint

Notion

Hubspot

Google Docs

Excel

Asana/Trello