

DANIELA PACHECO

CREATIVE OPERATION
MANAGER

CONTACT

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📍 Mexico City, A. Obregón

EDUCATION

2019

UNIVERSIDAD CARLOS III DE MADRID

Master degree in Advertising Communication

2017

TEC DE MONTERREY, CAMPUS SANTA FE

Bachelor degree in Communication and Digital Media

SKILLS

PROFESSIONAL

Creative problem solver ●
Project management ●
Multicultural teamwork ●
Leadership ●
Adaptability ●
Punctuality ●
Negotiation ●
Prioritization ●
Creative Operations ●
Visual Production ●
Reliable ●

WORK EXPERIENCE

DiDi - MEXICO 2021 - 2023
TECH COMPANY

• Creative Project Manager:

- Main point of contact with LATAM marketing teams (**DiDi Rides, DiDi Food and DiDi Fintech**) for feasible, and impactful campaign execution (brand campaigns, seasonality's, influencers, etc). **Argentina, Chile, Colombia, Costa Rica, Dominican Republic, Mexico and Peru.**
- Oversight and coordination of creative assets, video productions, social media/content, stunts, and administrative work with stakeholders such as legal, procurement and finance/tax.
- Daily request optimization: By using the WoW with the marketing team, in which PM team requests all information to start working with the creative team on assets, negotiation between teams is the main key to verify clear information and asset optimization.
- Production: Point of contact between marketing and producer to determine timeline, follow up, communication between vendors and marketing team, and verify with all the areas involved the deliverables requested.
- Data-driven decisions: Analysis of how the team is working, supervising workloads, negotiating time scheduling and due dates, and dashboard creation to analyze data to define next steps.
- Management of local agency and vendor relationships, leading day-to-day communications, defining and tracking scope of work. Negotiation of budget and timelines.

• Achievements:

- Global recognition for my performance during 2022: Global Marketeer of The Month of October 2022.
- Peru and Chile DiDi Food launch team 2022.
- DiDi Pay launch product campaign 2022 -2023.
- World Cup DiDi Campaign 2022.
 - Spotify Award winner (Mexico)
 - Totem Award winner (México)

GELATTINA - MEXICO | 2019 - 2021
DIGITAL AGENCY

- **Creative Copywriter** : Always On content development and digital campaigns: Tec de Monterrey.

◦ Achievements:

- Creative proposals that have managed not only to experiment with new platforms, but have also encouraged new projects with the brand.
- Redefine the WoW between creative team and account team. Collaboration with Ops team to have an asset requests and adjustment control.

- **Community Manager Jr. y Copy Jr:** Content Development for SoMe and monitoring of their communities: Tec de Monterrey

◦ Achievements:

- Management and monitoring of crises on SoMe. Campaigns and dynamics creation to reinforce the brand image.

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SKILLS

SOFTWARE

- Microsoft Office ●
- Google Docs ●
- Monday.com ●
- Trello ●
- Airtable ●
- Lightroom ●
- Photoshop ●
- Procreate ●
- Illustrator ●

CERTIFICATION

COURSES

- Strategy and Research for Brands 
- Creativity for Brands 
- Fashion Photography & Production Lab 

LANGUAGES

Spanish	Native
English	Advanced
French	Intermediate

INTERESTS

- Photography ●
- Illustration ●
- Travelling ●
- Music ●

WORK EXPERIENCE

LYCLAND - SPAIN | 2018 - 2019

COMMUNICATION AGENCY

- **Image & Photography:** Social media visual content creation and planning: VG Living, Flor D'KKO, Centros Ideal, Dos Cielos Madrid, etc.
- **Achievements:**
 - #TallerFlorDKKO Image creation and product photography for Flor D'KKO in collaboration with the Hotel Gran Meliá Palacio de los Duques. This content was published in the ABC of Andalusia.

OMNICOM MEDIA GROUP - OMD MEXICO | 2016

MEDIA AGENCY

- **Digital Executive:** Client report, budget conciliation, digital campaign planning support: DIAGEO.
- **Achievements:**
 - Organize and define the vendor billing process to expedite the payment process.

DENTSU AEGIS NETWORK - CARAT MEXICO | 2015 - 2016

MEDIA AGENCY

- **Digital Intern:** Digital accounts management support: Adidas, Adidas LATAM, Turner and Iberia Airlines.