

# Orlando Pimentel

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Washington, D.C.

## EXPERIENCE *(References available upon request)*

**Porter Novelli**, Washington, D.C. | [www.porternovelli.com](http://www.porternovelli.com)

*Intern, Assistant Account Executive*, June 2017 to Present

- Supports regional to international qual and quant research programs to collect consumer insights on their habits and behaviors in the food, health, technology, and social impact space
- Develops research reports for Fortune 200 companies as part of Porter Novelli/Cone's Purpose Premium Index Study, a study tracking consumers social perception about these companies
- Oversees the company's PN View panel—a monthly survey set out to collect insights among an exclusive online community of 100 DC policymakers and politicians

**Omnicom's Emerging Stars**, New York, NY | [www.omnicomgroup.com](http://www.omnicomgroup.com)

*Participant*, September 2018

- Gained training across various marketing disciplines in three 8-hour workshops led by experts from Rapp, TBWA/, Siegel + Gale, OMD, Maslansky, The Marketing Arm, and Porter Novelli's COO/CCO
- Developed a 'live' million-dollar integrated marketing campaign, with team members from across Omnicom's various agencies

**Talking Dog Agency**, Athens, GA | [www.talkingdogagency.com](http://www.talkingdogagency.com)

*Art Director*, September 2016 to March 2017

- Analyzed team's focus group interviews and questionnaire data to guide the development of a visual brand identity for a local brewery
- Designed logos, packaging designs, and digital and physical promotional materials

**AdPR Academy**, Atlanta, GA | [www.adpracademy.uga.edu](http://www.adpracademy.uga.edu)

*Member*, March 2017

- Gained 35 hours of advertising and public relations training, led by experts and professionals from Coca-Cola, UPS, Moxie, Porter Novelli, Home Depot, Turner Broadcasting, and Golin

**Leadership UGA**, Athens, GA | [www.cls.uga.edu](http://www.cls.uga.edu)

*Member*, September 2016 to March 2017

- Gained monthly leadership training to understand and tackle social issues in the Georgia community
- Coordinated the use of a \$500 grant to provide a local homeless relief group with backpacks and personal supplies

## EDUCATION

**The University of Georgia, Grady College of Journalism** | May 2017

*B.A. in Advertising | Minor in Studio Art*

- 2x Stone Memorial Creative Advertising Scholarship Recipient
- Studied creative advertising at portfolio school, The Creative Circus, during summer 2014
- Freelanced as a photographer and illustrator / Trained and competed with the UGA Running Club / Built campus community through the Catholic Student Association

## SKILLS & INTERESTS

**Skills:** Creative thinking, leadership, branding, strategy, market research, design, copywriting

**Tools:** Simmons Oneview, Qualtrics, Meltwater, Google Analytics, Adobe Creative Suite, Microsoft Office

**Language:** English (*Native*), Spanish (*Fluent*)

**Interests:** Illustrating; storytelling; traveling; stand-up comedy; Anthony Bourdain's *No Reservations*