

Orlando Pimentel

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84 P Street NW, Apt B, Washington, D.C. 20001

WORK EXPERIENCE *(References available upon request)*

Porter Novelli, Washington, D.C.

Intern, Assistant Account Executive, June 2017 to Present

- Supports 4+ large-scale qualitative and quantitative research programs a month on behalf of the government, companies, associations, and non-profits for strategic positioning, message development, branding, and audience segmentation
- Coordinated three multi-million-dollar federal government, new client business proposals, one of which was awarded and ranks in the top 25 of PN's global clients
- 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
- Recent clients include Johnson & Johnson, the Almond Board of California, Lumos, the Florida Department of Citrus (FDOC), McDonald's, Western Digital, and the Omidyar Group

Talking Dog Agency, Athens, GA

Art Director, September 2016 to March 2017

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

PROFESSIONAL DEVELOPMENT

Omnicom's Emerging Stars, New York, NY

Nominee, September 2018

- Gained training across various marketing disciplines in three 8-hour workshops led by experts from Rapp, TBWA/, Siegel + Gale, maslansky + partners, 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

AdPR Academy, Atlanta, GA

Participant, 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

EDUCATION

The University of Georgia, Grady College of Journalism, Advertising (B.A.), Studio Art (Minor) | May 2017

- Took creative ad courses at nationally renowned portfolio school, The Creative Circus | June - July 2014

SKILLS AND TOOLS

Skills: Oral communication, leadership, creativity, research, digital literacy, teamwork, time management

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

Language: English, Spanish (*Fluent*)

ORGANIZATIONS

Leadership UGA, Athens, GA - *Member*, September 2016 to March 2017

Catholic Student Association, Athens, GA – *Member, President*, January 2014 to March 2017

HONORS + AWARDS

- Two-time Stone Memorial Creative Advertising Scholarship Recipient
- 2013 Goizueta Foundation Undergraduate Scholarship Recipient