

# DANIELA ROCA BARBERY

## Contact Information

- **Full Name:** Daniela Roca Barbery
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## Experience

### Head of Marketing and Logistics Caree

#### UPB Santa Cruz

Jul 2023 - Current

### Senior Consultant

#### Independent

JUL 2023 - Current

- Image Audits
- Branding and Positioning Analysis
- Advice on Product Promotion in physical stores and E-Commerce
- Merchandising Strategies
- Creation of Advertising Campaigns
- Operational Marketing Analysis
- Corporate and Advertising Graphic Design
- Audit, Consulting and Management of Social Networks
- Advertising Development in Media
- Quantitative and Qualitative Market Research
- Management and Development of digital businesses
- Digital Marketing
- Digital sales trainer
- Copywriter
- Speaker
- In Company Trainer

### CEO and Director of Business Development and Marketing

#### Market Value C.G.

JAN 2018 - JUN 2023

- Creation and monitoring of digital marketing campaigns based on identification of opportunities in digital environments
- Strategies and monitoring on social networks on different platforms, FB, IG, Google, YouTube, others
- Development of digital marketing plans and strategies for the construction of Brand, Communication and E-Commerce
- Transformation of traditional strategies and plans to digital tools
- Corporate Image
- Traditional Strategic Marketing
- Traditional Operational Marketing
- Corporate and Advertising Graphic Design
- Advertising Campaigns.
- Advertising in the Media.

## **Professor**

### **UPB**

AGO 2022- Current

- Consumer Behavior
- Integrated Marketing Communication
- Audience and Virtual Traffic Measurement
- Event Organization
- Branding
- Advertising Writing
- Promotion and Advertising Management
- Public Relations and Protocol
- Digital Business Management

## **Professor**

### **Univalle**

FEB 2022- Dec 2022

- Business Administration and Innovation
- Creativity, Innovation and Leadership
- Consumer Behavior

*Mirror class:* Business Model using CANVAS canvas, in the UNIVALLE Internationalization program with students in the last semester of the Agricultural Business Engineering program at Arizona State University, Mexico and students of the Commercial Engineering program in the 3rd semester.

## **Professor**

### **UPSA (Undergraduate)**

FEB 2021- JUN 2023

- Marketing Fundamentals
- Advertising Strategy
- Innovation and Advertising
- Art Direction and Advertising Writing
- Negotiation and Sales
- Social and Digital Media

### **UPSA (Postgraduate)**

JAN 2020 - JUN 2023

- Traditional and Digital Marketing

Guide, Corrector and Internal Qualifying Member of Final Degree Projects and Thesis.

## **Vanilla Market Fair Organizer**

### **Mall Plaza of Santa Cruz de la Sierra**

DEC 2021

Product exhibition

## **Trainer**

ICE Cruceño Statistical Institute

DEC 2021

Effective Presentations

## **Facilitator**

CIE Innovation and Entrepreneurship Center

DEC 2021

Teacher of the Digital Marketing Course

OCT 2021

PYMEX Program Teacher - Digital Marketing

## **Marketing Manager**

Infocasas

AUG 2016 - DEC 2022

- Image Audits.
- Branding and Positioning Analysis
- Creation of Advertising Campaigns
- Audit and Consulting in Social Networks
- Advertising Campaigns

## **Senior Consultant**

Market Value - Independent

MAR 2008 - DEC 2017

- Image Audits.
- Branding and Positioning Analysis
- Product Promotion Consulting
- Merchandising Strategies
- Creation of Advertising Campaigns
- Operational Marketing Analysis
- Corporate and Advertising Graphic Design
- Audit and Consulting in Social Networks
- Advertising Campaigns
- Advertising Development in the Media
- Market Research

## **Consultant / Account Executive**

Simple Estudios

JAN 2013 - DEC2014

- Account monitoring and client portfolio management
- Development of strategic and operational lines
- Planning, budget, monitoring, and control of work
- Market intelligence and presentation of results

## **Marketing Manager**

### **Prodeo**

FEB 2013 - APR 2013

Management of the entire range of Operational Marketing tools:

- TV advertising
- Showroom design and implementation
- Social responsibility activities
- Press and radio management
- Creativity and design
- Promotions and incentives
- Pop material at points of sale
- Social media management
- Design and implementation of corporate and promotional material

## **Student Advisor**

### **UTEPSA 2006**

- Commercial Management of the University's Antichretic Plan
- Advice and monitoring of new students

## **Educación**

### **Certification in Digital Marketing (Growth Marketing)**

Americian Bussines College/  
Conviertemás Bussines Institute

2023 - Studying

Bussines Administration and Management  
**(MBA)**

UPSA 2018 - 2022

Diploma, **Digital Marketing**

MDA Latam - Madi Academy & EXMA

2020-2021

Diploma, **Higher Education**

UPSA 2018 - 2018

Diploma, **Corporate Image Management**

UPSA 2011 -2011

Diploma, **Professional Website Design**

UVIRTUAL 2008 - 2008

Bachelor's Degree, **Marketing and Advetising**

UTEPSA 2006 - 2011

Téchnical, **Graphic Design**

UTEPSA 2005 - 2006

**Bachelor of Humanities / Computer Operator**

M.V. Uboldi School 2005

# Courses -Seminars - Workshopd

## Course in Generative Artificial Intelligence applied to Education

UNIR – Spain 09/2004

## Expand Your World

EXMA - Bolivia 07/2004

## Project Management

CONVIERTE MÁS 05/2004

## Course in Research Culture

UNIR - Spain 01/2004

## Advances English

CBA 2021

## Digital Marketing

UPSA 09/2021

## Excel: Advanced Intermediate

UPSA 08/2020

## Brand Coaching: Improve Your Brand Personality and More.

CAINCO 06/2019

## Leadership and Business Change

UPSA 08/2017

## E- Marketing: Marketing Strategies in Social Networks

UPSA 04/2017

## Tools to Diagnose, Plan and Measure Internal Communication

Formanchuk & Asociados Bs AS- Argentina  
05/2017

## Social Media Summit

By EXMA 11/2016

## Negotiation Techniques in Dynamic Environments

UPSA 11/2016

## Bussines Innovation

UPSA 07/2016

## Production Reliability

UPSA 06/2016