

Elvis Ochoa

e.ochoa@tamuct.edu

Business Management & Marketing

Education

Texas A&M University Central Texas (MBA-Marketing)
Texas A&M University Central Texas (Bachelors -Business Management)
Central Texas College (Associates)

Certification/Skills

- Market Research
- Universal HVAC/EPA Cert
- Equal Opportunity Course/ Suicide Prevention Trainer
- Microsoft (XML, PPT, Word, MSO)
- Atlas.ti (text mining)
- Language (Spanish)
- Analytics/ Problem Solving
- Qualtrics Survey
- WideOrbit

Work Experience

Digital Marketing Manager, Killeen Management Services July 2019 – Current

- Research market behavior; synthesize and analyze consumer data
- Develop marketing strategies based on insight gathered; indicate KPI's for evaluations
- Create marketing communications for businesses
- Plan, execute, and evaluate marketing strategies

Account Executive, KWTX (CBS, CW12, Telemundo) February 2019 – June 2019

- Broadcast and digital media management
- Business development for large and small accounts in the central Texas DMA
- Create and script commercial spots for clients
- Managed station events in local DMA

Research Assistant, Texas A&M-CT University Center of Applied Research and Engagement July 2017 – Jan 2019

- Killeen Economic Development Council Solar Feasibility Study
- Boys and Girls Club of Central Texas - Parrie Haynes Ranch Strategic Plan and Marketing Plan
- MEA Conference (Teaching, Research, and Service requirements using *Signaling Theory*)
- Central Texas Water Conservation Simulation/Modeling and Analysis
- Awareness Campaign for Central Texas Water Conservation Campaign
- GLOBUS Business Management Simulation Assistant Instructor
- Second Place for Graduate Research- Texas A&M Pathways Conference
- Outstanding Graduate Student Scholarship Award-2019

Wounded Warrior, WTU, Fort Hood, Texas July 2013 – July 2014

- Coach for wounded warrior archery team.
- Mentored and trained WTU Archery Team into Southwest Texas Regional Games 2014
- Awards: Meritorious Service Medal

Operations NCO/Platoon Sergeant, 3d ACR, Fort Hood, Texas May 2010 – July 2013

- Directly supervised 10 Non-Commissioned Officers and 30 Soldiers
- Managed day-to-day operations for a company of over 320 personnel
- Served as the Equal Opportunity Advisor, Master Trainer, and ASSIST NCO (Suicide Prevention)
- Ground Support SR Maintenance Supervisor/Section NCOIC
- Awards: ARCOM w/Valor

US Army Recruiter, Richmond, Virginia September 2007- May 2010

- Gold Badge Recruiter & Bilingual recruiter in station (Spanish)
- Coordinated recruiting effort at NASCAR, NCAA, and other locally held events
- Established rapport with community leaders to reinforce support for the US Army Recruiting Command
- Performed all forms of marketing communications for recruiting efforts (Advertising, Public Relations)

Section Sergeant/Motor Sergeant, 506th Quartermaster Company, Fort Lee, Virginia September 2005- August 2007

- Reestablished and managed the maintenance program for newly stood up Quartermaster Company
- Fleet Management for Quartermaster Company
- Accountable for all maintenance work orders and services for Quartermaster company
- Served as the company's Equal Opportunity Advisor