




CAROLINA OSSA

brains, systems, & people

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EDUCATION

Hampshire college
2012-2016

Tuck School of Business at Dartmouth
2015

● **Bachelor of Arts: Neuroscience and Cultural Studies**
Non-Satis Scire Scholarship: Awarded for Superior Academic Achievement

● **Tuck business bridge program**

- Participated in a highly selective 30-day program taught by MBA faculty,
- Received 1st place out of 24 teams for a valuation analysis on Whole Foods Market, Inc. which included financial and strategic assessments, a DCF analysis and a final presentation to corporate executives.
- Obtained an in-depth introduction to accounting, finance, microeconomics, marketing and strategy.

EXPERIENCE

Six-Point Creative
Creative Agency
NOV. 2016 -
JUL. 2018

● **Research Strategist**

- Scoped, planned and executed all research projects.
- Conducted interviews, designed and implemented user surveys; carried out A/B testing, card sorting, and in-field research.
- Investigated user behavior and market demographics; created training materials and contributed to persona boards.
- Improved client design/strategy through user experience & market research, analytic reporting and variance tracking.
- Interfaced with clients as their acting Marketing Director to determine priorities and research needs, and present and implement recommendations.

Blue.Ink
Social Impact Design
Consultancy
SEPT. - NOV. 2016

● **Research Intern**

- Researched cultural and commercial contexts of the firm's areas of interest and of portfolio companies.
- Identified areas of opportunity for marketing and partnerships based on geography and target demographic.
- Analyzed and synthesized research findings into strategy briefs (keynote and written form)
- Translated findings into actionable insights that became part of the clients marketing strategy and business development goals.

Closer to the Other
The Potential of neuromarketing and sensory branding methodologies for kinder interpersonal interactions
2015-2016

● **Senior Thesis**

- Explored the potential of an alternative use for neuromarketing and sensory branding methodologies to increase positive social interactions.
- Researched and synthesized innovative ideas in the fields of neuroscience, psychology, sociology, communications, human-centered design, graphic design, brand strategy and marketing.
- Designed and curated a stylized report synthesizing exploratory cross-disciplinary research proposing innovative ways to implement neuromarketing and sensory branding techniques to increase trust.

OTHER

- Board Member - AD Club of Western MA
2017 - 2018
- Entrepreneurship Task-Force Intern Hampshire College
2014 - 2016
- Social Innovation Fellowship - Startingbloc
2016
- Resident Assistant: Hampshire College
2014 - 2016

LANGUAGES

English

FLUENT/
NATIVE PROF.

Spanish

FLUENT/
NATIVE PROF.

German

BASIC/INTRODUCTORY

SKILLS

Adept at

R Statistical Analysis Software, Photoshop CS4, Sony Vegas Pro 12, Final Cut Pro, Audacity, and iMovie

Proficient with

Microsoft Office, Facebook Business, G-Suite

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A/B Testing
Cardsorting
Co-design

In-depth interviews
Field Research
Surveys
Trend Research
Literary Review
Persona Boards

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Adaptability
Creativity

Collaboration
Strategy

Time Management

CURIOSITIES

Critical Social Theory
Behavioral Economics
Blockchain technology
Analytic Metaphysics
Video editing
Painting
Singing