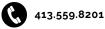


CAROLINA OSSA

brains, systems, & people









EDUCATION

Hampshire college

2012-2016

Tuck School of Business at Dartmouth 2015

EXPERIENCE

Six-Point Creative

Creative Agency NOV. 2016 -

JUL. 2018

Blue.Ink

Social Impact Design Consultancy SEPT. - NOV. 2016

Closer to the Other

The Potential of neuromarketing and sensory branding methodologies for kinder interpersonal interactions 2015—2016

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.

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.

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.

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, humancentered design, graphic design, brand strategy and marketing.
- Designed and curated a stylized report synthesizing exploratory crossdisciplinary 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

A/B Testing
Cardsorting
Co-design
In-depth interviews
Field Research
Surveys
Trend Research
Literary Review
Persona Boards

Adaptability
Creativity
Collaboration
Strategy
Time Management

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CURIOSITIES

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