

WENDY F. OCHOA , Ph.D.

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Professional Experience

Marketing Communication Manager

MO BIO Laboratories, Inc.

April 2012-Present

- As a Marketing communications manager I am responsible for the planning, the development and the implementation of PR and marketing strategies, marketing communications, advertising plans and client and customer relations.
- I manage, track and, maintain advertising budget and status reports. I create, implement and manage external communications materials both print and online; write promotional copy; draft demand generation emails; review and edit customer experience communications, create press materials and develop online and social media content.
- I design funnel processes for lead generation and coordinate marketing initiatives for conference and event participation. I work side by side with the sales team providing sales and marketing tools and training support.

Freelance Web/Graphic designer

CADE Collective/ Previously AyAyAy Design Studio

July 2005-Present

- Responsible for coordinating and producing of a variety of graphics products and services: Magazines, ads, newsletters, report covers, annual reports, brochures, exhibit displays, maps, slide shows, corporative images, branding.
- Web design and development: Content Management System Joomla. HTML/XHTML, PHP/MySQL, Flash.
- Events and studio photography.
- Design and create online and print material for events and organizations such as: Victory Fund, LGBT center, San Diego Human Dignity Foundation, Susan G Komen, FilmOut Festival and Wigfest

Adjunct Instructor

National University, San Diego

May 2007-Present

- Adult education and classroom instructor
 - Teach general bioscience, Anatomy and Physiology and Chemistry including evaluation of performance
 - Teach general bioscience and chemistry laboratory, generate and provide learning lab activities and identify grading components
- Online instruction.
 - Moderate and present the class material through the online video/chat software ClassLive Pro

Marketing & Creative Art Director

FlawLes Magazine

July 2007-Aug 2012

- Responsible for the creation and design of FlawLes and its different branches such as FlawLes Events, FlawLes Magazine and FlawLes TV.
- Expertise in print and graphic design, branding, publishing, social networking, internal and external publications and communications, marketing campaigns, fundraising, events promotions, customer service, advertising sales
- Manage and led a team of 8 members of promoters, writers and event producers as well as freelancers and vendor relationships
- Active participation in the marketing campaigns and fundraising organization for several non-profit organizations such as San Diego Human Dignity Foundation, Equality California, Victory Fund, Human Rights Campaign, LGBT Center, Susan G Komen among others.

Related Experience

Webinar presenter at BITESIZE BIO Alternative Careers For Scientist Series

<http://bitesizebio.com/webinar/20621/using-both-the-right-and-left-parts-of-your-brain-to-get-the-perfect-job/>

Member of the WIST Conference Organization Committee (Women in Science and Technology)

Member of the Website Committee for the AWIS San Diego. (Association of Women In Science). Responsible for the design and development of the organization's new website. www.awissd.org)

Education

Certificate on High Speed Project Management

San Diego State University

12/10

Interactive Media Certificate

San Diego Continuing Education, North City Campus, San Diego
SDCCD Centers for Education and Technology

1/05 – 1/06

Ph.D., Biochemistry

Universitat de Barcelona, Department of Biochemistry

9/96 - 2/01

B.S., Chemistry-Biochemistry

Universitat de Barcelona, Department of Biochemistry,
Barcelona, Spain

8/92 - 6/96

Languages

Bilingual Spanish/English

Awards

- **Achievement in Innovation Award. Association of Women in Science (2010)**
- **2009 Nicky Award for Outstanding New Business.**
- **First Prize for presentation at the 2004 SUMMER RESEARCH SYMPOSIUM**
- **Ministerio de Educacion y Ciencia of Spain fellowship (1997-2000)**

Software and Computer Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe After Effects
- Adobe ImageReady
- Macromedia Flash
- Dreamweaver
- FinalCut
- Adobe Acrobat Pro
- Microsoft Powerpoint
- Microsoft Word
- Microsoft Excel
- CMS Joomla
- Reasonable understanding of PHP & MySQL integration
- HTML
- CSS
- ActionScript
- Basic UNIX knowledge
- Zoho Projects
- Google Doc

Portfolio

www.cadecollective.com