

Carlos Ochoa

MARKETING + DEMAND GEN

EMAIL

hola@carlosochoa.com

WEBSITE

carlosochoa.com

PHONE

+52 (33) 1090-0943

TO

Talent
The Zebra

POSITION

Digital Media Manager

MARCH 24TH, 2020

Hi The Zebra!

Before I start, I want to say that I hope this application finds you well as the world confronts COVID-19, and I'm hoping for everyone's safety and wellbeing. It has been a wild few weeks.

I'm aware that this position is not remote, but I hope you'll at least hear me out (and with the current COVID-19 scare, maybe you'll change your mind about distributed teams :). I stumbled upon your jobs page rather serendipitously and I couldn't resist applying when I saw what a great fit my skills and experience are for this position.

As a life-long learner, being a marketer suits me perfectly. It is an ever-changing industry and over the past 10 years I've grown alongside it, testing and learning every new tool and digital channel at my disposal to get the best results for my clients and for my personal projects. I will research obsessively—reading books, listening to technical podcasts, reading articles—whenever I identify a potential opportunity that might help me do a better job as a marketer, whether it's growth hacking, or more recently exploring how AI and machine learning can be applied to customer acquisition and retention.

I come with plenty of agency experience, helping CPG, financial, insurance and beauty & care clients grow their businesses through online marketing, but I've also launched my own e-commerce and marketplace projects. I've become an expert on designing and building sales funnels that efficiently turn potential customers into paying customers, crafting their journey through web, social, and email channels all the way to the desired conversion.

And although my formal education is in advertising & design, I know from first hand experience the importance of copywriting and A/B testing. I thrive when I encounter a challenge, and I'm not afraid to dive as deep as necessary to solve it. I'm not afraid of testing unorthodox technical tactics either, like the time I cobbled together a couple of

(CONTINUED)

Python scripts, a CSV file I wrote, and Heroku to create a tweet bot that cycled through hundreds of client-approved tweets that boosted engagement on their account while freeing me up to deal with more pressing issues for them.

I'm proud of all of the work I've done for all of my clients, ranging from niche CPG brands to well-known Fortune 500 companies, but in terms of real impact on real people, what I'm proudest of is my more recent work with small business owners throughout Latin America. I realized that sharing my marketing experience with them could make a real difference, so I launched an affordable Facebook Ads course geared towards helping SMB owners, and I've been putting out free content as well and offering free consultations.

It's a little meta because I of course have a couple of sales funnels set up to acquire new students, and I'm teaching them how to create their own sales funnels that are very similar to the funnel that got them in the door to begin with. Once it clicks, though, it's like I've opened their eyes to the Matrix and they can see exactly how I've gently led them through a carefully designed customer journey, and how they can do the same for their own businesses.

The free consultations have been especially rewarding and interesting these past couple of crazy COVID-19 weeks as I've found myself advising more than a few of these companies on how to move as much of their business online as possible in these trying times.

Having been both a remote worker and a startup founder I understand the importance of clear communication and self-accountability, of collaboration, of helping my teammates and letting myself be helped, of defaulting to action & transparency, and of being open to feedback.

I'd be honored to bring all this and more to The Zebra, and I would love to be on the inside, building a better future with all of you.

All the best,
Carlos Ochoa