

SHEILA VILLALOBOS

Strategist

EDUCATION

VCU Brandcenter

2019 – 2021, M.S. in Brand Strategy

Virginia Commonwealth University

2009 – 2013, B.S. in Marketing
Minor in Economics
Spanish/English Translation
and Interpretation Certificate

HIGHLIGHTS

MAIP 2020 Fellow, Selected by Siegel + Gale NYC

Finalist, Griffin Farley's Beautiful Minds 2020

2x Graduate Scholarship Winner

SKILLS

- Design thinking
- Qualitative & quantitative research
- Comms planning
- Content strategy
- Portfolio architecture
- Digital marketing
- Measurement and analysis
- Project management
- Deck narrative, design, and presentation

TOOLS

- Crimson Hexagon
- Simmons
- Mintel
- Figma
- Keynote
- SEO: SEMrush / Moz / SpyFu
- Google Analytics / Google Search Console
- HubSpot Certified Trainer
- Facebook Certified Digital Marketing Associate
- Microsoft and Google Suites

ASK ME ABOUT

Trailer park living

The 17 countries I've visited

EXPERIENCE

Strategist

SYLVAIN | NYC | 6/2021 – Present

Graduate Strategy Intern

Jones Knowles Ritchie | NYC | 2/2021 – Present

Clients: Popeyes, Capri Sun, Crystal Light

Creating and leading design strategy and comms planning through creative in partnership with Strategy Director.

Strategist

The Carriage House | Richmond, VA | 5/2020 – 8/2020

Clients: Familiar Creatures Agency, Montpelier

At VCU Brandcenter's first ever student-run creative co-op, I worked with small businesses to transform their brands when budgets were slim and creative solutions were priceless.

Account Strategist

Precision Marketing Group | Boston, MA | 4/2016 – 8/2020

Clients: SoftBank Robotics, DocuWare, Steiner Technologies

Planned and led digital strategy and execution via HubSpot CMS and CRM for B2B and B2C multinational organizations in manufacturing, tech, professional services, and healthcare.

Account Manager

Inbound Central | Richmond, VA | 6/2015 – 3/2016

Prev. Marketing Specialist, 12/2014 - 5/2015

Led, planned, and managed inbound digital marketing programs and budgets for other marketing agencies and their clients.

Marketing Associate

Fayad Law | Richmond, VA | 10/2013 – 11/2014

Planned and led all marketing efforts to Spanish and English-speaking markets in Virginia and North Carolina.

COMMUNITY

Community Engagement and Outreach

VCU Brandcenter's BC Collective, 5/2020 – Present

Amplified the voices of marginalized students.

VP of Community Relations and Service Projects

AMA Richmond, 7/2017 – 6/2019

Prev. Director of PR and Social 7/2014 - 7/2017

Launched first mentorship program to pair young marketers with future marketing leaders. Winner of 2015 – 2016 Communications Excellence Award.