

BOJO OCAMPO

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Digital Strategy & Communications | SEO | Analytics | WordPress

Education

University of Washington, Seattle, WA | *Bachelor of Arts in Business Administration, Marketing*

June 2027

Work Experience

University of Washington, Seattle, WA | *Technology Communications Specialist*

September 2025–Present

- Produced and launched 50+ IT communication updates across WordPress and SharePoint, improving user navigation and reducing support tickets by 30%
- Designed and standardized IT support templates, cutting average response time by 25%
- Redesigned IT updates for 500+ users, improving engagement by 40% with accessible visuals
- Manage IT project communications across teams supporting 300+ faculty and staff

Michael G. Foster School of Business, Seattle, WA | *Building Manager*

December 2023–September 2025

- Coordinated 100+ events averaging 100+ attendees, ensuring zero downtime and 98% on-time setup rate.
- Designed a step-by-step onboarding guide powerpoint presentation that improved staff training efficiency and reduced recurring questions by 20%.
- Provided customer support to faculty, staff, and students by assisting with event navigation and inquiries

Beats by Dre, Seattle, WA | *Marketing and Consumer Insights Extern*

August–September 2024

- Analyzed consumer behavior using Excel and Google Analytics; visualized Gen Z trends with pie charts
- Conducted and summarized feedback from 5+ focus groups, synthesizing insights into a presentation deck viewed by senior managers
- Delivered actionable recommendations that informed upcoming marketing campaign adjustments for Fall 2024 launch

American Marketing Association, Seattle, WA | *Content Creator*

January–June 2024

- Developed targeted social campaigns across LinkedIn and Instagram, boosting engagement by 35% and growing total reach by 12%
- Created 30+ branded posts (speaker highlights, teasers, countdowns) resulting in consistent 800+ impressions per campaign.
- Analyzed post-performance metrics and implemented optimization strategies to increase click-through and event sign-ups by 25%

Community Involvement & leadership Experience

University of Washington, Seattle, WA | *Building Networks Cohort/Certificate 2024*

January–April 2024

- Selected from 300+ applicants for UW's Building Networks Cohort; completed workshops with Amazon and Deloitte professionals.
- Collaborated on mock business proposals and received top peer evaluation ranking for presentation delivery and clarity.
- Accessed valuable resources and opportunities to enhance my professional development and readiness for the workforce

Skills & Interests

Technical: Wordpress, Search Engine Optimization, Microsoft 365, Excel, Microsoft Teams

Skills: Content Strategy, Stakeholder Management, Project Communication, Leadership, Data Analysis