

# INGRID ASCENCIO

INDEPENDENT - COPYWRITING, WEBDESIGN,  
SOCIAL MEDIA MARKETING

## CONTACT

+20-109-199-2339 / +1-956-309-6724

ingrid@studiomiya.com

www.ingridascencio.com

Remote Work - Cairo, Egypt

## SKILLS

Website Designer

Copywriter

Technical Writer - Engineering /Technology

Social Media Marketing

## EDUCATION

Associate Professional Photographer

**The Portrait Masters Education**

2017-2021

Program for portrait photography to achieve consistent high quality professional work in 9 categories.

Masters in Biomedical Engineering

**Texas A&M University**

2000-2002

Research Project in mechanical-wear analysis of the Proximal Inter-Phalangeal (PIP) joints of the hand .

## LANGUAGES

English 

Spanish 

Arabic 

## PROFILE

As a multi-passionate freelancer, my twenty years of experience with a technical background in both engineering and photography, I offer diversity, flexibility and a strong work ethic to my clients. My expertise in website design, copywriting, social media marketing as well as psychology, design strategies and business solutions for both traditional and digital platforms makes me an agile and resourceful asset. I am continuously learning the newest tools including UX/UI Design and artificial intelligence to offer up-to-date solutions for each unique project.

## WORK EXPERIENCE

### Independent Freelancer - Design, Copywriting, Marketing

Studio MIYA Inc. 2014-2023

- Provide website design in Squarespace platform for diverse industries including medical, engineering, aviation, consulting and service providers. Services included copywriting for website content.
- Created landing pages and marketing campaigns for both technical engineering courses and creative photography services. Utilized best practices in UX/UI design to ensure an intuitive user experience. Leveraged analytics to adjust campaigns as needed to improve results.
- Provided strategy and consultation for inclusive messaging in company use of language, visuals, etc. across all marketing campaigns. Developed content that was culturally aware and reflected the needs of diverse audiences.
- Managed and maintained social media marketing campaigns across multiple platforms, tracking data analytics and reporting performance results. Developed content strategies to align with corporate goals and target the right audiences.
- Composed technical copywriting for engineering, technology and aviation assignments with a high degree of accuracy. Written structure and content to support complex information in an organized and concise fashion.

### Director Operations - Engineering & Marketing

EOSTrack Engineering & Agencies 2017-2022

- Created technical proposals, business pitches and reviewed contracts for a variety of industries for software B2B SaaS.
- Created marketing activities from website creation/upgrades and marketing campaign implementation across social media channels & customer relations management.
- Implemented lead funnel via course promotion in marketing ads, posts and announcements, connected back-end to automated system to filter lead audience and deliver specific targeted email sequences, reminders and sign up information.
- Develop detailed solutions, including outlining pricing and resource allocation that met customer needs and fit within their budget. Monitored progress throughout the entire process to ensure that deadlines & standards were met.
- Lead the sales team to ensure our customers receive an optimal service. Assigning tasks, prioritizing needs, outlining processes and handling backend activities.

# INGRID ASCENCIO

INDEPENDENT - COPYWRITING, WEBDESIGN,  
SOCIAL MEDIA MARKETING

## CONTACT

📞 +20-109-199-2339 / +1-956-309-6724

✉️ ingrid@studiomiya.com

🌐 www.ingridascencio.com

📍 Remote Work - Cairo, Egypt

## EXPERTISE

- Web Design in Squarespace Platform
- Technical Writing: Engineering, Technology, AI Designs, Engineering Software Simulation Solutions
- Creative Writing : Photography, Social Issues, Ethics, Philosophy, Psychology, Parenting, Education
- Structured systematic approach to any solution
- Photography Principles, Professional Retouching Techniques, Emotional Intelligence
- Main Social Media Platforms Management Analytics: Meta (FB & IG), LinkedIn
- Setup of back-end systems: Ad campaigns, email funnels, newsletters

## REFERENCES

### Hossam Elhamy - Chief Tech Advisor

📞 +20-100-992-7571

✉️ hossam@eostrack.com

### Haithem Taha - Thoth Engineering CEO

📞 +1-540-449-5557

✉️ hetaha@uci.edu

## WORK EXPERIENCE

### Lead Technical Engineer in Transportation Industry

Navistar - Trucks & Buses 2011-2016  
Electromotive Diesel - Railroad 2008-2009

- Project Technical Lead – Manage Bosch deliverables for a total of 4.5 million Euros for fuel system controls and On-Board Diagnostic (OBD) software, calibration, testing and MX1 Hardware.
- Coordinated various functional teams to support technical issues, maintaining and following processes, supporting documentation, and tracking issues to closure.
- Controls Integration lead engineer of MaxxForce Diesel Engines for a variety of truck applications for commercial truck and bus vehicle (class 8 commercial diesels) in North America. Coordinated a team of engineers to timely deliver the new and updated strategies as per program milestones with full validation reports and progress reports.
- Executed development and deployment of department wide project to overhaul existing software architecture into modeling-based diagrams to allow auto-generated code in order to improve efficiency, delivery time, and automate error-prone process to implement better practices. Decomposed logic for model conversion and proposed detailed plan for tracing requirements to validate software for customer satisfaction.

### Control Systems Engineer in Aviation-Aerospace Industry

Hamilton Sundstrand - Aerospace 2007-2008  
General Electric - Aviation 2004-2007  
Wyle Laboratories NASA - Aerospace 2002-2004

- Developed and interpreted interface and design requirements such as Interface Control Documents, certification, verification, validation, and test documentation for flight-worthy payload hardware/software used aboard the International Space Station in support of cellular biotechnology research in microgravity.
- Coordinated with internal customers the development of the first application software logic for project integration of JSF Main & STOVL (Short Take-Off & Vertical Landing) to integrate with other critical FADEC components.
- Implemented GP7200 Maintenance Fault Logic for software delivered to Airbus by executing the process for diagram modification, model compilation, validation, testing, presentation and documentation of results. Software build arrived on-schedule for the A380 first engine start in Toulouse, France.
- Wrote the system modeling requirements and implementation plan (MRIP) to define activities that demonstrated compliance with design requirements provided by Airbus for the A350-XWB electrical power generation system.

## CURRENT ONGOING COURSES

**Interaction Design Foundation - UI/UX Design** 2022-2023

- UX Design; Web Design for usability, UX Management Strategy & Tactics, UI Design Patterns for Software, Data Driven Quantitative Research for UX, Information Visualization, Journey Mapping, Product Adoption & Appropriation.

**Mindshop Knowledge Society** 2022-2023

- Philosophy of Ethics