



**IS2 Caroline Pagán, USN  
Public Affairs Officer, ANSO Secretary Eduardo Hidalgo Chapter (Washington, DC)**

**IS2 Caroline Pagan** was born and raised in **San Juan, Puerto Rico**, where her passion for communication and leadership began to take shape. She earned her **Bachelor's degree in Public Communication**, with a focus on **Advertising & Public Relations**, from the **University of Puerto Rico**, graduating with honors (**Magna Cum Laude**). Always eager to expand her expertise, she pursued a **Master's degree in Communication** with a specialization in **Public Relations** from the **University of Sacred Heart**. Additionally, she obtained a **Master's degree in Business Administration**, with a focus on Human Resources, from NUC University, and recently completed another **MBA**, this time specializing in **Digital Marketing**, solidifying her status as a forward-thinking leader in both business and communication.

IS2 Pagan's professional journey is marked by her versatility and success across multiple industries. She launched her career as a **Media Planner & Buyer** at **Lopito, Ileana & Howie**, where she was responsible for developing comprehensive media strategies, selecting the best platforms, and negotiating favorable terms with media vendors. She quickly advanced to **McCann Erickson** as a **Media Planner & Media Executive**, where she led high-impact marketing campaigns designed to boost brand recognition and drive measurable results across traditional and digital channels. At **First Medical Health Plan**, she elevated her role to **Senior Communication Specialist and Media Planner**, utilizing her keen understanding of media trends to optimize campaigns and ensure alignment with client objectives.

Continuing her ascent, IS2 Pagan took on the position of **Field Marketing Manager** at **Sprint**, where she orchestrated marketing and sales initiatives that drove revenue growth and enhanced profitability. **Additionally**, she worked as a **Communication Specialist** for **South America Restaurant**, where she spearheaded media campaigns and coordinated the creative execution for various brands. Her role involved developing impactful marketing strategies that resonated with target audiences, ensuring each campaign was both innovative and results-driven. Her marketing expertise and leadership didn't go unnoticed, but her quest for greater challenges led her to the **U.S. Navy**, where she ventured into the world of **intelligence analysis**.

As an **Intelligence Analyst** in the U.S. Navy, IS2 Pagan brings the same level of dedication and strategic thinking to her new role, where she was responsible for maintaining and updating intelligence databases, analyzing raw data from multiple sources, and conducting in-depth research to support critical military operations. From 2022 to 2024, she served at the **Kennedy Irregular Warfare Center** within the **Office of Naval Intelligence**, standing out as an

**intelligence analyst** in the **Fisheries Department**. She now continues to serve with distinction as an **Intel Analyst** for the **Central Team** in the **J22 Division** at **Special Operations Command Central (SOCCENT)**, based at **MacDill Air Force Base** in **Tampa, Florida**.

IS2 Pagan's commitment to excellence was nationally recognized in 2023 when she was honored as a recipient of the **LATINA Style Distinguished Military Service Award**, an accolade that highlights the achievements of Latina women in the U.S. Armed Forces. Since 2004, this prestigious award—backed by the Department of Defense—has recognized Latinas for their exemplary service, leadership, and contributions to our nation's military, placing IS2 Pagan among the top Latina trailblazers in uniform.

Throughout her career, IS2 Pagan has worked with a wide array of prestigious clients, including **AT&T Puerto Rico, Sprint, L'Oreal Caribe** (featuring L'Oreal Paris, Maybelline, and Garnier), **Merck, Mitsubishi, MasterCard, UBS, Baskin-Robbins, Krispy Kreme, Church's Chicken, Pollo Tropical**, and **Planet Fitness**, among others. These collaborations have sharpened her exceptional communication skills and her ability to deliver successful marketing campaigns across various platforms, always with a client-first mindset.

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