

Name: Carlos Martínez

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Profile Summary: Strategic marketing professional with 8 years of experience in digital branding, campaign analytics, and European retail marketing initiatives.

Academics: MBA in Marketing, IE Business School, Madrid (2015) BBA, Complutense University of Madrid (2012)

Certifications: Google Ads, Hootsuite Social Media Certification

Experience: Marketing Strategist at NovaRetail Spain (2018–Present) Marketing Analyst at GlobalCom (2015–2018)

Projects: 1. Directed cross-border ad campaigns for retail expansion in Europe. 2. Designed loyalty programs boosting retention by 20%.

Achievements: • Winner of Spain Digital Marketing Award (2022). • Regular guest lecturer at IE University.

Hobbies: Football, culinary arts, cycling