Carlos Mendoza

Serbia | Male | 23

Target MSc: Marketing

PROFESSIONAL EXPERIENCE

Marketing Intern - Rappi (Jan 2023 - Jun 2023)
Coordinated digital marketing campaigns, including influencer partnerships and email marketing
Monitored campaign performance metrics using Google Analytics and Excel dashboards
Conducted competitor research and presented recommendations for improving engagement
Student Assistant - Marketing Department (2021 - 2022)
Assisted in surveys, focus groups, and market research

EDUCATION

Bachelor in Business Administration, Universidad de los Andes, 2020 - 2023
Specialized in marketing strategy, consumer behavior, and brand management
Summer Program - Digital Marketing, ESCP Business School (Paris), Summer 2023
Focused on social media analytics, digital campaigns, and data-driven marketing strategies

SKILLS

Digital marketing, Excel, Google tools, market research, social media analytics

PROJECTS

Compiled and analyzed customer data to support marketing strategy decisions

LANGUAGES

Spanish (native), English (good)

PERSONAL INTERESTS

Content creation, photography, social media trends, marketing strategy