

Carlos Romero

Buenos Aires, Argentina

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Education

Universidad de Buenos Aires

Bachelor of Business Administration

Mar 2015 - Dec 2019 | Buenos Aires, Argentina

GPA: 8.7/10

Activities: Finance Club Member, Start-up Weekend Mentor

Relevant Coursework: Financial Accounting, Marketing, Operations, Organizational Behavior

Work Experience

Marketing Manager | MercadoLibre | Jan 2020 - Present | Buenos Aires, Argentina

- Launched a customer loyalty program that increased retention by 30%.
- Managed \$2M in digital advertising campaigns across LATAM using Google Ads and Meta.
- Conducted A/B testing and market segmentation to optimize lead generation.

Skills

Marketing Tools: Google Ads, Facebook Business, HubSpot

Business: Strategic Planning, Customer Segmentation, Performance Analytics

Other Skills: Fluent Spanish/English, Budgeting, Team Leadership

Certificates

Google: Digital Marketing Certification

HubSpot: Inbound Marketing

Coursera: Brand Management (University of London)

Awards

Top Marketer Award - MercadoLibre LATAM 2022

Selected Speaker - Buenos Aires Growth Summit 2023