

CARLOS MENDOZA

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EXECUTIVE SUMMARY

Senior marketing leader with 29+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Email Marketing	Mailchimp	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Marketing Analyst

Adobe | 1995 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 2000+ employees
- Delivered \$5M+ in annual revenue growth through strategic email marketing implementations
- Built and led global teams of 40 professionals across 3 countries
- Reduced operational costs by 36% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Management | London Business School | 1991

Bachelor of Science in Digital Marketing | London Business School | 1989

Professional Certifications:

- Google Analytics Certified
- Facebook Blueprint Certified
- Google Ads Certified