

Carlos Mendoza

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PROFESSIONAL SUMMARY

Accomplished Senior Marketing Manager with 14 years of progressive experience in Marketing. Demonstrated expertise in Email Marketing, Mailchimp, HubSpot with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Email Marketing

Mailchimp

HubSpot

Salesforce

Marketing Automation

CRM

PROFESSIONAL EXPERIENCE

Senior Marketing Manager | Uber

2017 - Present | Casablanca, Morocco

- Spearheaded marketing initiatives that delivered 23% improvement in operational efficiency
- Led cross-functional teams of 5 professionals across multiple high-impact projects
- Architected and implemented Email Marketing solutions resulting in \$490K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 30%

Marketing Manager | H&M;

2015 - 2017

- Developed and maintained mailchimp applications serving 57K+ users
- Collaborated with product and design teams to deliver 5 major feature releases
- Optimized system performance resulting in 38% reduction in response time

EDUCATION

Bachelor of Science in Business Administration

University of Buenos Aires | 2006

CERTIFICATIONS

- HubSpot Content Marketing
- Facebook Blueprint Certified
- Google Ads Certified

LANGUAGES

English | Russian