



# CAROLINA FLORES

Marketing and Events Specialist

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Valencia, Spain

Results-driven Marketing & Events Specialist with experience in digital marketing, branding, e-commerce, retail, and event management across multinational companies.

Proven ability to develop commercial strategies, manage cross-functional projects, and increase brand visibility and sales performance.

Strong leadership, analytical, and organizational skills.

## CORE SKILLS

- Digital Marketing Strategy
- Commercial & Sales Strategy
- Brand Management
- Social Media Management
- Content Creation & Copywriting
- Event Planning & Coordination
- E-commerce & Retail Marketing
- Customer Loyalty Programs
- Project Management
- Cross-functional Collaboration
- Data Analysis & Reporting

Tools: Tableau, Advanced Excel, Meta Business Suite

## LANGUAGES

- Spanish – Native
- English – C2 (Professional Proficiency)

## EDUCATION

Bachelor's Degree in Economics

- Universidad Regiomontana – Mexico | 2014 – 2018

International Business Program

- NEOMA Business School – France | 2016

## DIGITAL MARKETING MANAGER

OCT 2024 –  
DEC 2024

OFFICE DEPOT

- Led online sales and digital marketing strategies to increase brand visibility and customer reach.
- Collaborated with marketing and sales teams to optimize digital channel performance.
- Supported performance tracking and campaign optimization initiatives.

## CATALOG MANAGER

2023 – 2024

OXXO Smart – Central Region Mexico

- Managed and updated product catalogs aligned with market and pricing strategies.
- Coordinated with logistics teams to ensure product availability.
- Developed planograms and store layout strategies to improve customer experience.

## MARKETING COORDINATOR

2021 – 2023

Banregio Bank

- Developed and executed customer communication strategies across multiple channels.
- Coordinated design, review, and deployment of marketing materials.
- Led customer loyalty initiatives, promotional campaigns, and financial product launches.
- Collaborated with cross-functional teams including sales, product, and operations.

Recognized as Top Talent, selected for the Leaders in Development program.

## MARKETING LEADER

2020 – 2021

WE SPORTS Group

- Executed digital marketing and branding strategies across social platforms.
- Increased social media community growth by 180% in one year.
- Increased monthly sales on Mercado Libre by +80,000 MXN.

## COURSES & CERTIFICATIONS

- Leaders in Development – Banregio | 2023
- Leadership in International Companies – Università Bocconi | 2024
- Project Management – OXXO | 2020