

CARLOS CLIMENTE

MARKETING AND
E-COMMERCE SPECIALIST

CONTACT

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OTHER FACTS

MBA PROFESSOR AT UCV.ES
ONLINE MARKETING

CO-AUTHOR OF 2 BOOKS
COMMUNICATE TO CREATE VALUE
(IGNACIO BEL)
*COMMUNICATION IN THE DIGITAL
AGE* (ISABEL DE SALAS)

PROFILE

I am an experienced marketing manager who has helped multinational companies launch their online and offline marketing strategies, implement CRM software and policies, leverage the digital transformation, and improve user experience.

EXPERIENCE

CASINO MARKETING DIRECTOR

CIRSA GAMING CORPORATION | OCT 2014 - TODAY

- Leading all marketing efforts and digital transformation
- Increased benefits by 46%

MARKETING DIRECTOR

MERIENDACENA | OCT 2011 - OCT 2014

- Developed online and offline strategies for comedians
- Increased online sales by 640%

MARKETING DIRECTOR / OWNER

HOTEL SUN PALACE ALBIR | AUG 2008 - OCT 2011

MARKETING DIRECTOR

PORCELANOSA USA | JAN 2006 - AUG 2008

CUSTOMER SERVICE MANAGER

LINKARA.COM (BY INFOJOBS.NET) | DEC 2004 - DEC 2005

WEBMASTER

UCH-CEU.ES | JAN 2002 - NOV 2002

EDUCATION

GLOBAL MBA

IE BUSINESS SCHOOL, MADRID | 2017 - 2018

BACHELOR, ADVERTISING

UCH-CEU, VALENCIA | 1996 - 2001

CUSTOMER SERVICE EXCELLENCE CERTIFICATE

SQI, MINNEAPOLIS | 2002 - 2003

SKILLS

- CRM
- Social media strategy
- User experience
- SEO and Google Analytics
- Online advertising / Email
- Growth hacking / acquisition
- Marketing Strategy
- Project management
- Team management
- Brand management
- Channel management
- Communication planning