

Carlos Climente

carlos@climente.com • +34600274635
<https://www.linkedin.com/in/carlosclimente>
www.climente.com

Spanish (native) & English (fluent)

Marketing & Sales Director

Results-oriented and accomplished Marketing & Sales Director with 15 years proven success of developing innovative global marketing strategies, producing record-setting sales figures, surpassing business expansions targets, and boosting revenue gains. Adept at leading digital transformation and directing multiple sales & marketing campaigns/projects, while leading cross-functional teams within fast-paced environments. Demonstrated ability to drive brand awareness and business performance across digital platforms. Proficient in penetrating new segments, developing tools which support selling process. Focused on building and nurturing relationships with stakeholders, business leaders, and industry influencers. Previously taught e-commerce and online marketing in various business schools as well as mentoring digital startups.

Areas of Expertise

- Marketing & Sales
- Brand Elevation & Advertising
- E-Commerce
- Campaign Management
- Digital Transformation
- Market Research
- Competitor Analysis
- Social Media Management
- Budget & Cost Planning
- Stakeholder Engagement
- Problem-solving
- Customer Acquisition
- Team Leadership & Training
- Continuous Improvement
- Strategic Planning

Technical Proficiency

CRM & Marketing Automation: Microsoft Dynamics, Salesforce, Active Campaign, Hubspot, WordPress Coding, Huree, Semrush

Education

Global MBA | IE Business School, Madrid, 07/2018

- Highest ranked global MBA programme (by Financial Times).
- 6th most honoured class student.

Bachelor's Degree in Advertising | Universidad Cardenal Herrera, Valencia

- Co-founded Círculo Octeto, a research group focused on online/digital advertising.

Career Experience

Gaming1

11/2021 – Present

Director of Customer Retention

Direct Loyalty Programs, CRM departments, and VIP management teams for 5 online casino brands (Circus, 777, JOA, Zamba, and Betly) across ten counties to generate growth via retention. Evolve loyalty club and VIP Retention Plan. Execute M&A plans aimed at leveraging the synergies across all brands thus lowering costs and maximizing productivity. Generate and submit detailed KPI reports to CMO.

- More than 60% of 2022's 13% ebitda growth originated from retained players
- VIP Monthly Retention Rate uplift of 17%
- Reduced CRM expenses by 8% after synergies.
- Increased NPS from -3 to 10.5

**CIRSA Gaming
CMO Casino**

01/2019 – 11/2021

Spearhead strategic territory marketing and sales operations for 150+ casinos across seven countries to stimulate growth, increase profitability, and maximise customer satisfaction. Execute expansion and promotional plans aimed at elevating CIRSA's brand profile. Enhance commercial efforts to reach wider target audience and positively influence continuous market & digital presence. Improve online and offline communication with customers across multiple social platforms. Analyse competitors and latest trends by conducting comprehensive market research. Recommend business improvement changes in support of all global strategies. Lead Marketing & Sales teams towards increasing performance levels and strengthening relationships with global customers, industry influencers, and business partners. Generate and submit detailed reports to Division CEO.

- Relunched Loyalty Club which resulted in 130% customer growth.
- Improved customer interaction by 24% through integration of customer lifecycle automation.
- Reduced marketing expenses by 10% after driving digital transition and online lead nurturing.
- Diligently developed cost control measures through effective management of operational budgets.
- Contributed towards EBITDA's growth of 6.8% in first year, compared to 2.6% average in previous three years.

**CIRSA Gaming Valencia
Sales & Marketing Director**

10/2014 – 12/2018

Directed business advertising programmes including Google AdWords, Facebook, and local print media/collateral. Coordinated pipeline and campaign management functions for producing and selling shows. Developed new marketing opportunities, understood consumer requirements, and suggested system improvements which exceeded marketing goals. Prepared annual budgets, scheduled expenditure, and ensured Sales & Marketing teams accomplished outlined quotas. Implemented optimised communication plans that promoted company's cross-channel brand reputation. Reviewed market and trend data submitted by teams, gathering, investigating, and summarising market data & trends.

- Successfully boosted annual EBITDA's revenue from -€1M to +€3M between 2014 & 2018.
- Designed and implemented website overhaul using knowledge of SEO which intelligently targeted customers.
- Profits per VIP customer increased 20% by incorporating one-on-one customer experience enhancement programs.

**Meriendacena Producciones
Producer/COO/CMO**

10/2011 – 10/2014

Represented several famous comedians alongside David Guapo. Produced shows, secured sponsorship deals, and arranged tours across Spain, and sold tickets for shows through alternative channels such as for McDonald's, as well as mainly through mainly online third parties, social networks, and own website. Planned for artists to take photos with audience after each show. Provided website where customers logged in and downloaded photos for free. Recorded customer details to sell tickets for upcoming events.

- Attained 40% quarterly growth for 2.5 consecutive years.
- Online customer base expanded to become third largest Spanish comedy audience.
- Enhanced David Guapo's reputation as of the well-known Spanish comedians through delivering unmatched customer experience during and after shows.

**Sun Place Albir & Spa
Operations & Sales Manager**

08/2008 – 08/2012

216-room family hotel business. Worked as COO & CMO until business became profitable.

Established hotel's vision, operational strategy, and hiring needs. Translated strategy into actionable goals for performance and growth. Supervised and motivated employee productivity and professional development, while driving highly inclusive culture that ensured staff thrived in all situations. Monitored business performance by tracking and outlining corrective measures when needed. Remained updated with changing trends, economic

indicators, competitors, and consumer behaviour. Forged long-term beneficial relationships with customers and clientele.

- Decreased overall operational costs by 15%.
- Positioned hotel as top-rated regional resort.

Porcelanos USA, New York
Marketing Director

01/2006 – 08/2008

Led implementation of marketing initiatives designed extended business reach in USA, Canada, and Mexico segments. Created and managed calendar of major trade shows as well as celebrities. Coordinated costs for campaigns and secured agreements of promotional materials. Guided daily activities of Marketing team. Adjusted plans in response to continually changing trends. Acted as spokesperson towards external parties, including media and stakeholders.

- Launched US-based brand, opening seven nationwide stores.
- Improved knowledge & skills of marketing, retail, and B2B sales techniques.
- Grew customer base by 240% in one year through aggressive online marketing plan focused on referrers, mainly architects & contractors.