

Carlos Julio Caicedo Carvajal

+1 (346) 516 7696 | carlos@caicedo.xyz | co.linkedin.com/in/carloscaicedoc | carlos.caicedo.xyz (portfolio)

Digital Marketing Manager with strong Data Marketing and Information Analysis background, specializing in generating value conversions, automation, hypothesis-driven validation models, and developing first-party data strategists. Extensive experience in the execution of Digital Marketing projects for companies with SAAS models, B2B startups, retailing, and banking, among others.

- Experience in data marketing and information analysis.
- Hubspot certifications: Inbound Marketing and Sales Software.
- Digital product development.
- Team mentoring and leadership.

Legal status: Active Visa (J-2) and Employment Authorization.

Work experience

LCC - Digital Marketing Manager

March 2021 - Present.

Define and coordinate the high-value lead generation strategy for paid and organic media. Establish and direct the strategy of attracting and nurturing prospects from a methodology based on Data Marketing.

- Definition of lead attraction model and attribution strategy in niche markets interested in luxury cruises, obtaining an optimization of 60% of the acquisition cost.
- Nurturing +150,000 highly qualified leads between the US and Australian markets.
- Leading the migration from Pardot to Hubspot Marketing Suite.

Acsendo - Digital Marketing Manager

March 2021 - April 2022.

Attraction and nurturing of prospects for the generation of B2B sales of a digital platform for human talent, under a SAAS model and following an Inbound Marketing methodology.

- Leading a 12-person team made up of creative copywriters, designers, and audiovisual producers.
- Average OKRs compliance above 80%.
- Hubspot administration (Marketing and Sales), with a user base of more than 100,000 qualified contacts in Spain, Portugal, Central and South America.
- Defining, planning, and execution of digital marketing strategies for the segmentation and nurturing of prospects through content production, automation, SEO, and paid media.

Grupo Semana - Digital Strategy Director

May 2018 - December 2020.

The direction of digital strategies based on content and inbound marketing.

- Leading a 10-person team focused on the definition, planning, and execution of content marketing strategies based on inbound marketing, email automation, SEO, and paid distribution models.
- Execution of strategies to improve organic positioning and optimize digital budgets by 58%.
- Creation of models for the enrichment of profiles with more than 17,000 individualized users.

Previous experience

Resolve Studio: Digital Product Director (March 2016 - April 2018.)

Design a digital attribution web app and optimize 70% of the advertising budget of a market-leading fintech company.

Grupo ASD: Digital consultant (October 2014 - March 2016.)

Redesign process of the application that manages the Colombian electoral process.

McCANN Erickson: Digital Project Manager (November 2013 - August 2014.)

Implemented digital strategies for retailing companies, banking and Government agencies.

Futura Networks: Project Director (November 2011 - November 2013)

Development of a digital platform for more than 300,000 users in Latin America.

Promedios CTA: Digital Contents Director (October 2010 - August 2011)

Launch of Deportes.gov.co, an initiative led by the Colombian Olympic Committee.

Digital consultant (October 2009 - October 2010)

Advisor for startups and Advertising agencies on the development of digital strategies.

Icck Net S.A.: Senior web producer (June 2008 - October 2009)

300% increase in audience and successful implementation of a digital advertising model.

La Cápsula Ltda: Digital production coordinator (September 2007 - May 2008)

Coordination of digital strategies and organic promotion using social networks.

Hexum Ltda: Entrepreneur and founding partner (2000 - 2007)

Startup specialized in the development of applications for Digital Government.

Academic background

- Marketing Analytics - University of Virginia
- Graduate studies in Digital Organizational Management. Universidad Icesi - 2005 to 2006.
- Graduate studies in Business Law. Universidad del Cauca - 2003 to 2005.
- Law degree. Universidad del Cauca - 1995 to 2002. Degree work: "Online Legal Advice Center" Honorable Mention awarded by the Council of the Faculty of Law.

Languages

Spanish - Native language

English - Professional proficiency