

Carolina Marie Montes

Carolina.marie.montes@gmail.com
www.carolinamontes.com

EDUCATION

The University of Tampa, John Sykes College of Business
Master of Science (M.S.) in *Marketing*
Master of Business Administration (M.B.A) concentration in *Entrepreneurship*

Graduated: **December 2015**
Tampa, Florida

The University of Tampa
Bachelor of Science (B.S.) in *Psychology, Pre-Med*
Minor in *Exercise Science & Sports Studies*

Graduated: **May 2013**
Tampa, Florida

SKILLS

- Proficiency on all social media platforms
- Proficiency in Adobe Creative Cloud
- Videographer and Photographer
- Data analytics and marketing metrics
- Website Developer (WordPress)
- High attention to detail and visual oriented
- Excellent verbal and written communication
- Fluent in English and Spanish

PROFESSIONAL EXPERIENCE

Unaltered Athletics, Marketing & Communications Manager – Orlando, Florida

2017 – Present

- In charge of company's marketing strategy, planning and implementation. Closely monitored and analyzed results to ensure our efforts were efficiently reaching our target market and effectively communicating our mission and vision.
- Managed, monitored, and analyzed social media accounts (Facebook, Instagram, Twitter, YouTube, and Pinterest). Within 180 days, grew Instagram following from 200 to 2,000, Facebook (1,061 to 1,500) and Twitter (2 to 330).
- Achieved an average open rate of 27.7% (compared to industry average of 16.20%) and an average click through rate of 12.7% (compared to industry average of 1.70%) by designing engaging e-mails through MailChimp.
- Increased website sessions from 420 to 1,860 and website conversions from 0.05% to 1.39% by designing and developing a new e-commerce website that sold supplements, tickets and registrations.
- In charge of the event planning & management of natural bodybuilding shows such as: the DIVA Classic, Musclemania's Goldcoast, NGA USA Championships, and ANBF UNALTERED Sunshine State Pro/Am.
- Developed and executed content strategy through videography (Premiere Pro), live stream (Mevo), photography (Canon Mark III), graphic design (Adobe Illustrator) and blog (WordPress).
- Performed advertising through Sports radio and Facebook/Instagram Ads.
- Led and assisted the channel development of Amazon (Seller Central) and Supplement Stores.

Montes Digital Consulting, CEO & Founder – Orlando, Florida

2015 – Present

- Established firm and influenced company culture by cultivating the core values of integrity, creativity, empowerment, and passion. Hired, trained, and managed a team of up to eight employees.
- Specialized in designing digitally integrated communications and marketing for clients by providing strategic guidance on digital marketing, content marketing, mobile marketing, social media management, search engine optimization, video productions, and branding.
- Highly involved in entrepreneurial start-up activities, business plan development, and venture capital solicitation. Increased brand awareness and client portfolio by participating in start up conferences, networking events, and elevator pitch contests. For example, we were invited to participate at Top Technology U.S Startups *Collision Conference 2016*.

Nova Cosmetic Center, Marketing Director – Orlando, Florida

2016

- Created and implemented a new digitally integrated marketing plan that resulted in over 90 new patients every month and monthly net sales over \$200,000.
- Increased Instagram, Facebook, Twitter, blog engagement, and client activity by 75% within first 60 days of employment by implementing a social media calendar and successfully targeting audience of interest through paid social activity.
- Increased website conversion from 1% to 5% by implementing a new interactive design that focused on user experience. Designed and executed e-mail campaigns that increased average Click-Through-Rate from 0.25% to 7%, while reducing e-mail marketing costs by 45%.
- Managed and oversaw a team of nine employees that included receptionists, nurses, aestheticians, and medical sales. Increased

Carolina Marie Montes

Radforze (Teleradiology), Chief Marketing Officer- Tampa, Florida

2014-2015

- Reported directly to CEO with accountability for all marketing programs, sales strategies, partnership development, and customer service and retention. Conducted in-depth market and customer research, devised advertising and interactive programs and maintained important industry relations.
- Improved company organization by compiling quarterly budget reports, financial spreadsheets, and company data reports, by creating excel and access systems to track media plans and purchases, client quarterly sales, and profits.
- Developed and implemented a monitoring system to track radiologist's credentials and licensing. Input data to prepare daily sales reports and regularly use monthly data to develop sales and promotional strategies.

Henri Bendel, Sales Associate - Tampa, Florida

2013-2014

- Increased store holiday season sales by 28% compared to previous year by maintaining an average sale per hour of \$352 and consistently providing the full Bendel experience. Provided exceptional customer services to high end consumers regularly by signing them up for marketing lists, inform them of upcoming promotions or special events, direct mail, phone contact, and relationship building.
- Successfully executed of bi-weekly floor sets and visuals by partnering with visuals team and keeping close attention to detail. In charge of organizing fixtures, props, and merchandise.
- Implemented and monitored new guidelines to inventory organization and management. Managed accurate labeling and organization of all inventory. Completed inventory checks accurately and prepared documentation detailing results.

PROFESSIONAL PROJECTS

BELL PRECISION RIFLES

NEURODIGITAL GLOVE ONE

BIRCHBOX GOES TO CHINA

IPILIMUMAB MOFFITT

ALIBABA

SHELLAK NAILS MARKET RESEARCH

NUVO DESIGN

Greensburg, Indiana 2015

Barcelona, Spain 2015

Tampa, Florida 2015

Tampa, Florida 2015

Tampa, Florida 2015

Tampa, Florida 2015

Tampa, Florida 2014

HONORS AND AWARDS

MyCity Social "Best Media Developer of the Month"

2016

Bell Precision Rifles "Best Integrated Digital Marketing Campaign"

2015

Moffitt Cancer Center "Best Business Plan Pitch Award"

2015

Henri Bendel 2nd place highest sales Holiday Season

2014

Tampa General Hospital "Spartan Intern of the Year"

2013

CSSME Research Conference Best Social Science Research Poster Award "*Monolingual Vs. Bilingual Comprehension*"

2013

P.E.A.C.E "Volunteer of the Year" for accumulating over 200 hours of community service

2010

The University of Tampa Dean Scholarship, Dean's list distinction

2010

Stock Market Game Finalist - 2nd place in the U.S, 1st place in Puerto Rico

2008

EXTRACURRICULAR ACTIVITIES

Member, The American Marketing Association

Senior Senator, The University of Tampa Student Government

Site Leader, P.E.A.C.E Volunteer Center

Member, The National Honor Society of Psychology, Psi Chi

Member, The National Society of Leadership and Success, Sigma Alpha Pi