

Karla Lobo, M.S.

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Personal Summary

Bilingual marketing professional with 5+ years of experience driving growth through data-driven strategies and content creation. Skilled in customer analytics, brand management, and communications in US and LATAM.

Technical Skills and Key Competencies

Languages: English, Spanish

Software: Tableau, SQL, Python, R, Microsoft Office (PowerPoint, Excel, Word), Canva, Photoshop, Lightroom

Key Competencies: Data Analysis & Visualization, Digital Marketing, Brand Management, CRM, SEO & SEM

Certifications: Google Analytics (Google Academy), 13 Trailblazer Badges (Salesforce) & 8 Data Camp Certifications

Employment Experience

Program Administrator and CRM Data Quality Specialist

Waltham, MA | Oct. 2023 – Present

Dassault Systèmes – 3ds.com

Enhancing global partnerships and elevating data quality within Siebel through CRM funnel management. Conduct regular check-ins with partners to validate and verify their data to ensure accuracy for the upcoming platform migration.

- Improved data quality by identifying and removing 300+ inactive partner
- Achieved a 45% reactivation rate among partners reactivating their licenses within the program, contributing to the program's growth.

Digital Marketing Strategist (Internship during Master's)

Cambridge, MA | May 2022 – Aug. 2022

Trecco – mytrecco.com/

Designed and implemented a digital marketing strategy to improve brand awareness through social media channel expansion, targeted content creation, and improved customer engagement reporting.

- Grew social media following by 30% in three months through targeted content creation.
- Developed and implemented digital marketing strategies resulting in a 20% increase in app downloads.
- Led a team of 120 brand ambassadors to promote content engagement, improving customer engagement and recognition of the brand.

Marketing Coordinator

Monterrey, Mexico | Nov. 2018 – Sept. 2021

Taller de Expresión y Desarrollo Integral (TEDI - Non-profit organization) – tedi.org.mx/

Coordinated and managed all marketing operations, including the development and execution of strategies, collaboration with Sales and Finance teams, management of e-commerce platforms, social media and content creation, organization of successful events, and efficient budget allocation.

- Boosted customer acquisition by 25% annually through data-driven marketing optimization.
- Increased sales by 30% and doubled website traffic by improving SEO/SEM.
- Grew annual fundraising revenue by 15% over 2 years by optimizing event strategy.

Marketing Consultant & Media Specialist

Monterrey, Mexico | Aug. 2017 – Sept. 2021

Karla Lobo Media Agency – karlalobo.com/freelancer

Built client partnerships and increased engagement by creating tailored brand identities, social media campaigns, and visual content that aligned with client needs.

Content Editor

Monterrey, Mexico | Jan. 2017 – Aug. 2017

El Norte (National Newspaper) – elnorte.com

Education

Master of Science in Business Analytics

San Francisco, CA | May 2023

Hult International Business School

Master of Science in International Marketing

Boston, MA | Aug. 2022

Hult International Business School

Bachelor of Science in Communication

Monterrey, Mexico | May 2017

Universidad de Monterrey (UDEM)

- Specialization in Filmmaking — New York Film Academy, Los Angeles, CA.
- Minor in Visual Arts & Advertising — Pontificia Universidad Católica de Chile, Santiago de Chile.