

CARLOS CEPEDA

Digital Analytics Manager | Automation Expert | Performance Marketing

cepedamedina.5@gmail.com Mexico City 6142411495 linkedin.com/in/cepeda-carlos/

SKILLS

Digital Marketing Strategy | Paid Media | SEO | SEM | CRM management | Lead generation | Hubspot | Salesforce | Pardot
HTML | Javascript | CSS | Git | Front-end development | Ops automation | Typescript | Schema markup
Advanced M. Excel | Data Ops | Reporting & Dashboards | Looker | Data enrichment | GA4 | Google tag manager

EXPERIENCE

Digital Analytics Manager

Brightcove

Remote

01/2025 - Current.

- Fully owned **Google Analytics 4 (GA4)** setup, tracking, and reporting, along with **Google Tag Manager (GTM)** for: i) third-party service integration, ii) first-party cookie management, iii) GA4 event tracking and configuration, and iv) technical setup for marketing-related tools.
- Oversaw website behavior and **event tracking**, ensuring accurate data collection while defining and maintaining **tracking frameworks** for marketing and performance analysis.
- Led Brightcove's **data operations** revamp, optimizing existing data collection processes and designing new, more efficient workflows.
- Managed manual **data processing, blending, and enrichment** to answer stakeholder questions, while developing automation solutions to streamline data flows and minimize manual efforts.

Sr. Specialist - Marketing Performance

Wood Mackenzie

Mexico City

11/2023 - 01/2025

- **Automated workflows** and optimized **CRM architecture**, improving data accuracy and streamlining operations.
- Provided **technical support** and issue resolution for tools like Salesforce, Pardot, Optimizely/EPI, and B2B data discovery platforms.
- **Designed and executed complex reporting solutions** by integrating data across platforms and leveraging **advanced Excel and TypeScript**.
- Enhanced marketing technology through **operational audits, platform integrations**, and continuous **process optimization**.
- **Streamlined processes** through documentation, best practices creation, and new workflows, ensuring clarity, consistency, and operational excellence.
- Managed **strategic audits, data enrichment strategies**, and ongoing improvements to optimize marketing operations.

Partner | Sales and Marketing Lead

Locki App

Remote

12/2020 - 10/2023

- Designed and implemented comprehensive **digital marketing strategies**, emphasizing paid media, SEO, and web optimization to drive performance
- Directed sales teams while overseeing CRM architecture, workflow automation, and the full marketing technology stack
- Designed models for marketing and sales data collection, and performed in-depth analysis to support informed decision-making.

Marketing Strategist

Ancana Living (YC S21)

Mexico City

12/2021 - 12/2022

- Spearheaded **digital marketing strategies** and streamlined data processes to enhance efficiency.
- Led SEO and content initiatives while managing the company's entire marketing technology stack, including **automation and CRM architecture**.
- Managed Paid Media and SEM campaigns with a **monthly budget of 350,000 MXN**.
- Designed data dashboards, conducted data analysis, oversaw third-party collaborations, and led user experience design.

LANGUAGES

English

Business professional

Spanish

Native

Italian

Intermediate

EDUCATION

Tec de Monterrey | 2019

Law Bachelor's

GPA: 92.1/100

Achieved the Excellence Mark in the CENEVAL examination for law graduates, received the Comprehensive Student Development Award, and graduated Magna Cum Laude.

Autonomous University of Madrid | 2016

High achieving students program

Chosen from a competitive pool of thousands of applicants nationwide for a prestigious six-month study abroad program for high-achieving students.