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[facebook.com/Carla.Gamboa.39](https://facebook.com/Carla.Gamboa.39)

# CARLA GAMBOA

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## ABOUT ME

Successful international marketing director in a high paced productive environment committed to sustainability. Skillfully optimizing funds for highest exposure, implementing flexible green marketing strategies and tactics according to market needs and institutional values.

## EDUCATION

- 2013 - 2015 MBA in Sustainability /Green Marketing  
Universidad del Medio Ambiente, Valle de Bravo
- 2001 - 2002 MBA / Marketing  
Universidad Anahuac del Sur, Mexico City
- 1991 - 1995 BA in Graphic Design  
Universidad Anahuac del Sur, Mexico City

## MARKETING SKILLS

GREEN MARKETING  
 INTEGRATED MARKETING  
 PUBLIC RELATIONS  
 STRATEGIC PLANNING  
 PUBLIC RELATIONS & PROMOTIONS  
 DIGITAL MARKETING  
 CREATIVE  
 SELF-MOTIVATED  
 TEAMWORK

## ADDITIONAL EDUCATION & CERTIFICATIONS

- 2019 Digital Marketing  
Tec De Monterrey, Mexico
- 2018 Inbound Certification  
Hubspot
- 2017 Green Marketing Specialist  
Universidad de los Andes, Colombia
- 2017 Inbound Certification  
Hubspot
- 2016 Inbound Certification  
Hubspot

## MORE ABOUT ME

Carla Gamboa/ Watercolor Artist  
 Carla Gamboa/ Blogger  
 Carla Gamboa/ Yoga Teacher

[facebook.com/carlagamboaart/](https://facebook.com/carlagamboaart/)  
[carlagamboa.com](https://carlagamboa.com)  
[facebook.com/AerokidsYoga/](https://facebook.com/AerokidsYoga/)

## EXPERIENCE

08/2019- TO DATE  
 CHIPPER'S LANES  
 FORT COLINS, CO  
 COMMUNICATIONS CAPTAIN

Small Group Events/ Fundraising events/  
B-Day Parties events sales. Outreach  
programs/ Marketing and promotions  
support/ Communications/

09/2018- TO DATE  
 KRFC 88.9FM RADIO FORT COLLINS  
 FORT COLINS, CO  
 MARKETING CONSULTANT

Website development and maintenance.  
Graphic design, communications  
programs implementation.

09/2018- TO DATE  
 POUDRE SCHOOL DISTRICT  
 FORT COLLINS, CO  
 SPANISH TUTOR

After School, Spanish tutor and  
substitute.

2018  
09/2018- 05/2019  
FAMILY CENTER/ LA FAMILIA  
FORT COLLINS, CO

#### MARKETING & DEVELOPMENT

Responsible for creating, implementing and overseeing internal and external communications programs, that effectively described and promoted the organization and its services. Community engagement, sponsors development, special events, partnerships, social media, and strategic media.

2017  
04/2017- 01/2018  
FREEMAN OUTDOORS  
MEXICO CITY

#### FILM DISTRIBUTION CONSULTANT

Responsible for consolidating a solid distribution circuit of the International outdoors films festivals that Freeman is distributing in the Country (REEL ROCK, MENDI, KENDAL). Premieres, influencers special screenings. Exhibitors PR, Athletes PR. Social media.

2016  
09/2016- 05/2017  
THE MUSIC DISTRICT  
FORT COLLINS, CO

#### MARKETING MANAGER

Responsible for creating, implementing and overseeing internal and external communications programs, that effectively described and promoted the organization and its services

2014  
08/2014- 08/2016  
COLORADO STATE UNIVERSITY  
FORT COLLINS, CO

#### GREEN MARKETING

Responsible for the implementation and development of green marketing strategies for the School of Global Environmental Sustainability projects, such as the Pre--College Summer Sustainability Program.

2006  
01/2006- 05/2014  
20th CENTURY FOX PR  
PUERTO RICO

#### MARKETING DIRECTOR (PEURTORICO, VIRGIN ISLANDS, DOMINICAN REPUBLIC)

Head of marketing team responsible for full marketing plans of all theatrical releases, media buys, coordination with advertising agencies, journalists, and pitching and implementation of third party cross-promotions. Created personalized marketing campaigns, resulting in a continuous market share above US sister division, averaging an 18% higher penetration during the last 8 years

2002  
06/2002- 12/2005  
20TH CENTURY FOX MEXICO  
MEXICO CITY

#### PROMOTIONS MANAGER

Responsible for developing promotional and supporting marketing efforts for theatrical releases.

2000  
02/2000- 06/2002  
AQUETZA PROMOCIONES  
MEXICO CITY

#### ACCOUNTS DIRECTOR

Established and supported promotional marketing strategies for accounts.

Main accounts: U.I.P, Columbia Pictures, Nike, Nickelodeon, Givenchy, Christian Dior, Laboratorios Novartis, Universal Music, Fonovisa, Vail Resorts, Grupo Lancaster, DKNY, Estee Lauder Cosmetics.

1998  
08/1998- 02/2000  
CINEMARK DE MÉXICO  
MEXICO CITY

#### MARKETING DIRECTOR MEXICO & CENTRAL AMERICA

Developed, coordinated, and implemented marketing strategies for theaters in Mexico and Central America. Skillfully organized special events, grand openings, and premieres, as well as budget administration and distribution.

1997  
07/1997- 08/1998  
TELEVISA  
MEXICO CITY

#### PUBLICITY AND PROMOTIONS COORDINATOR

In charge of development of publicity and promotional plans for Televisa's TV shows, including: traffic services, programming services, publicity coordination, promotional and marketing strategies.

1995  
06/1995- 06/1997  
MARKETING INTL  
MEXICO CITY

#### CREATIVE SERVICES COORDINATOR

Licensing, merchandising, distribution, and coordination of art materials, special events, art approvals and authorizations, character's live appearances and promotional support.

## RELEVANT PRO BONO EXPERIENCE

- 12/14- 02/18 FREEMAN CLIMB - Mexico City- Writer/ Online rock climbing magazine
- 01/15-12/17 LIDERES SUSTENTABLES-Barcelona, Spain- Translator English to Spanish/ Social Media support
- 01/11-05/18 SENDA VERTICAL- Mexico City- Green Marketing Consultant/ Social Media Support

## MORE ABOUT ME

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facebook.com/AerokidsYoga/