

Marlo Carracedo

Passionate about life & people! I love marketing and enjoy developing products and services that make society a better place.



EXPERIENCE

2020 - Now
Chiasso, CH

MARKETING COORDINATOR

Dontouch SA

- To increase brands awareness across EMEA.
- Developing relationships with top global brands and stakeholders.
- Responsible for managing the brands digital strategies in collaboration with Sales channels.
- To control and optimise the marketing budget.
- PR coordination.

2017 - 2020
Madrid, ES

PRODUCT MANAGER

Aston Herencia

- Best-selling product of the year in 2018 and 2019.
- Design & development of the product alongside with Sales, Marketing, legal and finance teams.
- Market and competitors analysis.
- Management of partnerships.

2016 - 2017
Manchester, EN

DIGITAL MARKETING SPECIALIST

Berlitz

Oct 2015 - Jan 2016 Career transition

2012 - 2015
Valladolid, ES

RADIO PROGRAM DIRECTOR

Radio MARCA

2019 **LEANDROP CLOTHING** (Co-founder | CMO)



Leandrop is a Sustainable clothing brand made of hemp & bamboo, a **personal project** founded with 2 partners.

EDUCATION

2015 - 2016
Madrid

MARKETING MANAGEMENT

Master - EAE Business School

2006 - 2011
Valladolid

AUDIOVISUAL COMMUNICATION

Bachelor's Degree - UEMC

CONTACT

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Find out more:

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LANGUAGES



COURSES

DIGITAL MARKETING

Universidad Austral de Buenos Aires

GOOGLE ADWORDS / ANALYTICS

Google

CROWDFUNDING

Agencia de Innovación y Desarrollo Económico de Valladolid

SKILLS

Google:

Analytics, Search Con., Ads.

Strategy

Team Management

Project Management

Digital Marketing

