

# Carlos Vega

## Retail CMO

**Customer-first retail marketing executive with a passion for omni-channel success**

Retail chief marketing officer with over 16 years of experience in consumer engagement, brand growth, and digital expansion. Skilled in driving customer loyalty, enhancing in-store experience, and managing multi-location marketing operations.

### KEY SKILLS



- Brand merchandising
- Consumer behavior analysis
- CRM systems
- Digital advertising
- E-commerce strategy
- Loyalty programs
- Market segmentation
- Product launches
- Retail analytics
- Visual merchandising

### EDUCATION



Bachelor of Business  
Administration (BBA), Marketing

Florida International University  
Miami, FL | May 2011

### PROFESSIONAL EXPERIENCE



Chief Marketing Officer | ModaVista , Miami, FL  
March 2017 – Present

- Boosted online sales by 55% through SEO improvements and loyalty app incentives
- Introduced click-and-collect strategy resulting in a 33% increase in same-store purchases
- Expanded the brand into 40 new store locations through targeted market analysis

Director of Consumer Marketing | TrendUnion , Miami, FL  
January 2012 – February 2017

- Rolled out national influencer program, increasing brand mentions by 250%
- Revamped store design collaboration with operations team to improve layout and foot traffic