

CARLOS MELGAREJO

Senior Marketing Specialist

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Website: carlosmelg.com

Raleigh, NC

I'm an experienced marketing professional specializing in crafting strategic campaigns and creating compelling content that connects with audiences in the tech industry. A passionate storyteller with a proven ability to collaborate across teams, delivering impactful results that align seamlessly with organizational goals. I'm known for blending creativity and passion with analytical thinking, I thrive on tackling new challenges and bringing fresh ideas to every project. Enthusiastic about learning and dedicated to developing innovative campaigns that inspire, engage, and deliver results.

WORK EXPERIENCE

PTC - Senior Marketing Specialist - Digital Transformation & Technology

11/2021 - 10/2024

Raleigh, NC

- Orchestrate end-to-end marketing campaigns and content strategy that increased lead generation by 23%, supporting business growth strategies, demand generation, social media, and customer journey initiatives
- Create high-impact content that drives pipeline growth, including customer success stories, case studies, infographics, and multimedia assets, leading to a measurable 26% improvement in lead engagement rates
- Develop persuasive and visually engaging sales enablement tools-such as solution videos, customer references, and tailored marketing collateral-that contributes to boost sales opportunities
- Craft data-driven marketing materials, including blogs, scripts, email, and web copy, leading to measurable increases in brand visibility and customer conversion rates
- Produce compelling video content, including customer reference stories, product capability highlights, and digital transformation journeys designed to educate the audience, increase engagement, and drive lead generation
- Manage a bi-weekly internal newsletter featuring success stories, company updates, and marketing assets, driving employee engagement and a stronger sense of connection
- Collaborate with stakeholders and subject matter experts to translate go-to-market strategies into actionable, audience-focused messaging, leading to improved alignment and faster time-to-market for key initiatives

Pentair - Marketing Specialist

09/2018 - 11/2021

Raleigh, NC

- Led strategic marketing campaigns and content plans to drive demand generation, support growth initiatives, and amplify engagement across trade shows, events, and social media channels, resulting in a 18% increase in qualified leads
- Designed and produced compelling content for product launches, marketing initiatives, and communication strategies aimed at capturing audience attention and driving brand recognition
- Crafted solution-focused content for marketing campaigns and visual storytelling, enhancing audience understanding and improving lead conversion rates
- Conducted comprehensive audits of marketing collateral, ensuring brand consistency, strategic alignment, and content accuracy, resulting in more cohesive messaging
- Developed and executed promotional content strategies, aligning with communications priorities and driving results for marketing and business unit initiatives
- Authored and distributed press releases to media outlets and trade organizations, securing media coverage and strengthening industry presence

International Society of Automation ISA - Content Marketing Specialist

08/2016 - 09/2018

Raleigh, NC

- Developed and executed comprehensive product marketing plans across multiple departments, increasing alignment and success in achieving key business goals
- Created engaging, platform-optimized content for print and digital channels, enhancing brand visibility and audience engagement
- Designed and implemented multichannel strategies, ensuring messaging resonated with target audiences, resulting in improved campaign performance and higher member retention
- Developed demand-generation strategies that drove audience engagement, boosted membership rates by 18%, and supported long-term growth objectives

ABC 13 News Now - Multimedia Videojournalist

07/2011 - 08/2016

Norfolk, Virginia

- Produced and delivered engaging news stories by independently researching, shooting, writing, and editing content for broadcast, contributing to increased viewership
- Enhanced organizational value and brand awareness by strategically promoting content across social media, web platforms, and TV using compelling text, images, and video, driving audience growth and engagement
- Launched successful visual marketing campaigns to tease, promote, and showcase news stories, special reports, and community events, boosting audience engagement and participation
- Researched, wrote, and copy-edited high-quality and engaging content for digital channels, ensuring accuracy and consistency

EDUCATION

Southern New Hampshire University - Master's of Arts, Marketing & Communications

01/2014 - 12/2016

Norfolk, VA

Brooklyn College - Bachelor's of Science, Broadcast Journalism

01/2006 - 08/2010

Brooklyn, NY

SKILLS

- Marketing campaigns
- Content strategy and creation
- Brand storytelling
- Video production
- Social media marketing
- Bilingual - English and Spanish
- Problem-solving