

# CARLOS MELGAREJO

## Product Marketing Manager

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646-923-5166

[carlosmelg.com](http://carlosmelg.com)

Raleigh, NC

*Experienced marketing professional specializing in strategic campaigns and compelling content that connects with audiences. A storyteller with a proven ability to collaborate across teams and deliver results that align with organizational goals. I combine creativity and passion with sharp analytical thinking, efficiently tackling new challenges and bringing fresh, cutting-edge ideas to every project. Enthusiastic about learning and dedicated to developing creative campaigns that inspire and engage.*

## WORK EXPERIENCE

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### Veeva Systems - Product Marketing Manager – Pharma Software

01/2025 - Present

Raleigh, NC

- Support go-to-market initiatives for new offerings, market segments, and global expansion efforts, aligning messaging and campaigns with strategic business priorities
- Develop clear, differentiated product messaging used across digital channels, sales enablement materials, and customer engagement programs to strengthen market positioning
- Collaborate with global cross-functional teams to support product launches and release marketing initiatives, ensuring consistent messaging and coordinated campaign execution
- Identify and develop customer success stories, translating real-world outcomes into compelling marketing assets that highlight solution value and industry impact
- Produce thought leadership and marketing content including website copy, blogs, videos, and infographics that communicate product benefits and educate target audiences

### PTC - Senior Marketing Specialist – Digital Innovation & Technology

11/2021 - 01/2025

Raleigh, NC

- Developed and executed end-to-end B2B marketing campaigns and content strategy to support business growth strategies, demand generation, social media, and customer journey initiatives
- Created high-impact content to drive pipeline growth and engagement such as case studies, infographics, customer testimonials, and multimedia assets
- Generated persuasive and visually engaging sales enablement tools including solution videos, customer references, and tailored marketing collateral that contributed to boosting sales opportunities
- Crafted SEO and data-driven marketing materials such as blogs, scripts, email, and web copy, leading to better brand visibility
- Produced 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
- Wrote and managed a bi-weekly internal newsletter featuring success stories, company updates, and marketing assets, driving employee engagement and a stronger sense of connection
- Collaborated 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 – Engineering & Manufacturing

09/2018 - 11/2021

Raleigh, NC

- Led and executed strategic B2B and B2C marketing campaigns and content plans to drive demand generation, support growth initiatives, and amplify engagement across trade shows, events, and social media channels

- 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

## **International Society of Automation ISA - 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, and supported long-term growth objectives

## **EDUCATION**

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### **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**

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- Marketing campaigns
- Content strategy and creation
- Brand storytelling
- Video storytelling: voice of the customer/expert, product demos & promos
- Social media marketing
- Analytical and critical thinking
- Leadership and collaboration
- Creative writing
- Communication
- Bilingual - English and Spanish