

CARLA TERESA ANTONIOLI PRADO

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PROFESSIONAL SUMMARY

Senior Marketing Executive, Program & Product Manager with over 17 years of experience leading growth, product, and digital transformation strategies in multinational and consulting environments. Expert in brand architecture design, CRM governance, and funnel media optimization based on data models. Specialist in bridging business ambition with operational execution, managing high-scale budgets, and leading cross-functional teams within global matrix structures.

PROFESSIONAL EXPERIENCE

NACIONAL MONTE DE PIEDAD, Mexico City, Mexico

Program & Product Manager

Nov 2025 – Present

Responsible for leading strategic transformation programs and product management, orchestrating the digital roadmap and the institution's technological evolution. Leading a team of 30+ people.

- Lead the technical direction of high-complexity projects, optimizing user experience and data integrity.
- Design governance frameworks and scalability models to ensure cost efficiency and budget control in digital transformation initiatives.
- Establish monitoring for critical product KPIs to ensure technical alignment with business objectives and consistent value delivery.

ERNST & YOUNG, Mexico City, Mexico

Senior Lead Consultant

Oct 2021 - Feb 2025

Responsible for leading strategic business transformation projects, focusing on process optimization, PMO, and CX (Customer Experience) improvement for various clients.

- Increased lead conversion by 10% for Microsoft's e-commerce by implementing data analytics with advanced web tools.
- Achieved a 20% increase in ROI by executing digital marketing strategies for the Gas stations of the future solution.
- Increased PMO management efficiency for global contract services (technology) by 20% through optimized processes and Agile methodologies (Scrum).

INGENIA, Mexico City, Mexico

Media & BI Director

Jun 2020 - Oct 2021

Team leader for strategic planning, execution, analysis, and performance optimization of digital media and e-commerce campaigns. Managed a team of 6 professionals.

- Increased company lead generation by 30% through an Inbound Marketing strategy, including PMO, data analysis, and UX optimization.
- Achieved a 40% increase in online performance for a telecommunications client by providing Digital Transformation consultancy and optimizing their digital strategies and CX.
- Attained a 20% ROI managing annual budgets of MXN 50 million for Retail and Real Estate clients through digital media planning and KPI monitoring.

KALONI, Mexico City, Mexico

Chief Marketing Officer

Set 2018 - Jun 2020

Marketing leader for all company products and divisions across Mexico, LATAM, and Spain. Managed a cross-functional team of 40 professionals.

- Achieved 18% growth in annual sales through the execution of comprehensive e-commerce strategies and regional BTL tactics.
- Reduced operating costs by 25% and increased ROI by 15% through media plan optimization and advanced market data analysis.
- Led a regional team of 30 professionals, standardizing communication and marketing governance for international markets, ensuring a cohesive Masterbrand presence.

LENOVO, Mexico City, Mexico

Senior Brand Planner

Oct 2017- Set 2018

Leader of the national marketing and e-commerce strategy for all company products and divisions.

- Coordinated agency workflows, reducing campaign launch times by 20% and improving ROAS by 15%.
- Increased e-commerce sales by 120% during my tenure through strategic e-commerce and digital marketing optimization.

HEADWAYS MEDIA (VALTECH), Mexico City, Mexico

Senior Consultant

Jan 2015 - Set 2017

Responsible for diagnosis, market research, strategic consultancy, and implementation of digital strategies for brands such as CBC/Tesalia, Telcel, and Cinemex.

- Reduced operational times by 30% in 4 months through operating manuals and digital strategy implementation.
- Increased lead acquisition by 10% and engagement by 5% for Telcel Soluciones through an Inbound Marketing strategy.

WUNDERMAN (NOW VML), Mexico City, Mexico

Research and Insights Director

Aug 2013 - Dec 2014

Responsible for analyzing and identifying market trends for strategic marketing frameworks and advertising campaigns for clients like Banamex, L'Oreal, Barilla, Telefónica, Microsoft, and P&G.

Metrics Director

Oct 2012 - Dec 2013

Responsible for leading the analysis and measurement of digital campaign metrics and the establishment of KPIs.

PHANTASIA AFFILIATED WITH WUNDERMAN, Lima, Peru

Senior Analyst / Area Head

Jan 2010 - Sep 2012

Responsible for leading the market intelligence and reporting area for various clients, including analysis of campaign results, digital metrics, and social listening.

ACADEMIC BACKGROUND

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| • Universitat de Barcelona - Global MBA | 2017-2018 |
| • Instituto Tecnológico de Monterrey - Diploma in Marketing | 2015-2016 |
| • ISECOM - Master's in E-Commerce and Digital Marketing | 2011-2012 |
| • Universidad del Pacífico - Bachelor's Degree in Economics | 2002-2007 |

OTHER STUDIES AND CERTIFICATIONS

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| • SCRUMstudy, Scrum Fundamentals Certified (SFC) | 2024 |
| • Google, Display and Search Ads / Analytics | 2022 |
| • HubSpot, Inbound Marketing | 2020 |
| • PROSCI, Change Management Practitioner | 2019 |

ADDITIONAL INFORMATION

- Advanced English and intermediate Portuguese.
- Advanced office and computer skills.
- Experience in consulting and mentoring SMEs and independent professionals
- Member of the Education team and Professor of the Diploma in Digital Marketing - IAB Mexico
- Instructor: Analyzing Social Networks in Power BI: Instagram Campaigns - Coursera
- Availability to travel within and outside the country
- Recognized as a "Magic Woman in Marketing" by Quantico