

Carlos E.

Founder and Director
CARLZENT AS

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With over 12 years of international experience in Business Development and Marketing, I have gained expertise in research, documentation, customer care, and project management. My interest in sustainable growth and operational efficiency led me to found CARLZENT, a consulting firm dedicated to empowering businesses through comprehensive market research, business planning, and project management.

In addition to our consulting services, I am currently leading a side project aimed at engineering an innovative modular construction system. This project addresses critical water and waste management challenges, clean energy, and food production, particularly in developing countries.

PROFESSIONAL EXPERIENCE

Role: Marketing Consultant

Period: 05/2021 - 07/2022

Company: Weather Protect AS

Country: Norway

As a Marketing Consultant for Weather Protect AS, I addressed the challenge of effectively showcasing their innovative pneumatic products. I conducted a comprehensive market analysis to enhance their market positioning and developed over 30 brochures in English and Spanish. Additionally, I created more than 100 product images with detailed technical specifications and produced three product videos. These efforts led to a 23% increase in YouTube channel views, significantly boosting client engagement and market presence.

Role: Business Management Consultant

Period: 06/2016 - 01/2021

Company: Togher Group Ltd.

Country: Hong Kong - United Kingdom

In my role at Togher Group Limited, I addressed critical inefficiencies in document management, particularly in handling a large volume of candidate and client documentation. By implementing a cloud-based system, I streamlined file storage and sharing, significantly enhancing data security and retrieval efficiency. My efforts led to the processing of over 400 resumes from 15 countries and facilitated successful client engagements, which resulted in the signing of 20 new contracts across multiple regions including the US, UK, and Ireland.

Role: Design and Marketing Consultant

Period: 01/2017 - 12/2017

Company: The Fit Out Co. (Maydon Ltd.)

Country: Hong Kong

At The Fit Out Co., previously known as Maydon Ltd., I tackled the need for effective marketing materials and virtual drawings for renovation projects. I created over 60 virtual models and drawings for 10 interior design projects, including the F45 Training Gym in Quarry Bay, using 'Home 3D'. Additionally, I developed brochures and graphic materials that greatly enhanced their marketing campaigns, helping the company connect more effectively with their target audience.

Role: Business Development and Marketing Manager

Period: 10/2016 - 12/2018

Company: PERI (Hong Kong) Ltd.

Country: Hong Kong

In my role at PERI (Hong Kong) Ltd., I played a key part in establishing the company's brand in the Hong Kong market amidst strong local competition. I led customer training sessions, strategic product presentations, and on-site supervision to strengthen client relationships. A notable achievement was setting up a PERI Rail Climbing System stand at the CITAC Construction Technology Exhibition in 2018, which attracted over 7,000 visitors and bolstered our project pipeline. Additionally, I developed marketing materials in both English and Chinese, co-designed a cost-effective local product, and created a GIS tool using Google MyMaps, which became a vital resource for the sales department.

Role: Personal Assistant to the General Director
Period: 08/2013 - 03/2016

Company: Private Consulting Practice
Country: Hong Kong

Initially hired as a Spanish teacher, I quickly expanded my role to Personal Assistant to the General Director of a consulting practice facilitating business between China, Mexico, and the USA. I coordinated logistics for over 500 business meetings across various industries, managed hotel and restaurant reservations, handled overdue invoices, and reviewed contracts. I also organized meetings and events for Chinese clients visiting Mexico, ensuring seamless arrangements for office spaces, accommodations, and transport logistics.

Role: General Manager
Period: 09/2011 - 03/2012

Company: Pop Research S.A. de C.V.
Country: Mexico

Starting as a Community Manager for a gubernatorial campaign, I was quickly promoted to General Manager after the company secured a national contract for Enrique Peña Nieto's presidential campaign. Tasked with restructuring the organization to enhance efficiency and responsiveness, I successfully increased the staff from 60 to 80 members and coordinated efforts with multiple companies and organizations, contributing to the overall impact of the presidential campaign in 2012.

SKILLS

Business modeling methods and tools, as well as project management methods and tools.

Tools for graphic design, content management, video editing, and technical drawing: (Drone pilot, Affinity, iMovie, Sketchup, Office 365, and ChatGPT).

Technical literacy in electronics, engineered formwork and scaffolding systems.

EDUCATION

B.A. Political Science and Public Administration. National Autonomous University of Mexico. (2009)

Digital Systems Technician. National Polytechnic Institute, Mexico. (2004)

COURSES

Financial Planning & Analysis: Company's Budget. Udemy - 365 Careers. (2021)

BMI.2x: Design of a successful business model. EdX-Delft University of Technology. (2021)

Applications in Engineering Mechanics. Coursera - Georgia Institute of Technology. (2021)

Engineering Project Management Specialization. Coursera - Rice University. (2022)

3D Printing of Buildings. Swiss Institute for Disruptive Innovation. (2022)

LANGUAGES

Spanish: Native

English: Professional proficiency

Norwegian: Intermediate (currently studying)

Chinese: Basic (currently studying)