SENIOR MARKETING MANAGER | GTM & BRAND STRATEGY | EMEA

Carolina Noguera.



EXECUTIVE PROFILE

Senior Marketing Manager with 10+ years driving marketing, brand, GTM, and integrated campaigns across EMEA. Building scalable frameworks, aligning cross-functional teams around clear priorities and translating business objectives into structured, executable plans. Known for bringing clarity to complex, multilingual environments; defining strategy, coordinating stakeholders, and keeping initiatives on track. International perspective shaped by 8+ EMEA markets, China market exposure, and four working languages.

CONTACT

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EU Work Authorization (Unrestricted)

CORE SKILLS

STRATEGY

Go-to-Market Strategy, Brand Strategy & Positioning, Product Marketing, Data-Driven Decision Making

EXECUTION

Integrated Campaign Management, Account-Based Marketing (ABM), Brand Positioning, Content Marketing & Messaging.

LEADERSHIP

Cross-Functional Leadership, Sales Enablement, Agency & Vendor Management, EMEA Market Expertise

PROJECT MANAGEMENT

Driving global cross-functional projects with an entrepreneurial mindset.

LANGUAGES

ENGLISH - Fluent ●●●●●

GERMAN - Professional ●●●●○

SPANISH - Native ●●●●●

CHINESE - Intermediate ●●●○○

PROFESSIONAL EXPERIENCE

Marketing & GTM Consultant

Oct 2023 – today

Independent Consulting – *Project-based engagements as a contractor.*

- Designed **GTM strategies**, **brand positioning**, and **multi-channel campaign plans** for growth-stage clients, translating business objectives into structured, execution-ready marketing plans.
- Defined **ICPs** and **messaging frameworks** for growth-stage clients, sharpening campaign targeting and clarifying value-proposition communication.
- Explore **AI-powered tools** (Claude, ChatGPT, Gemini) across strategy, content development, and rapid asset creation, building repeatable AI-augmented workflows.
- Completed a certified, full-time **Intensive Business German** program (B2+ level, 7 months), achieving professional fluency to operate confidently in the DACH market.

FEATURED ENGAGEMENT

Jun 2025 – Jul 2025

Senior Content & Product Marketing Manager, contracted via Algo Marketing at EQS Group

Brought in as a Senior Marketing Expert to drive GTM, build scalable marketing and campaign infrastructure from day one – no ramp-up period – for the Compliance Cockpit product line (EQS serves 14,000+ clients across 80 countries).

- Led **product marketing and GTM strategy** for Compliance unit across EMEA, owning campaign architecture, content, and sales enablement for the product line.
- Coordinated **campaign delivery** within a team of **20+ stakeholders** aligning field, MarkOps, automation, performance, and creative around quarterly priorities.
- Built an **ABM framework** from scratch, defining team roles, CRM architecture consent requirements, and multi-touch nurture workflows for enterprise targets.
- Replaced fragmented spreadsheet planning with a centralized **Asana-based global campaign management system**, improving cross-team visibility across EMEA.
- Developed **sales enablement, content** assets, and **campaign briefs,** translating compliance technology into clear value propositions for enterprise buyers.

Product Marketing Specialist

Apr 2022 – Aug 2023

3SS – 3 Screen Solutions

B2B SaaS company delivering custom-built entertainment software solutions to Pay TV operators, telecom providers, and automotive OEMs across global markets.

- Acted as the **connective link between Product, Sales, and Marketing** across a **technical B2B SaaS portfolio** serving Pay TV, telecom, and automotive OEM clients, aligning positioning, messaging, launch cadence, and go-to-market execution within sprint-based (Jira) delivery cycles, partnering directly with **Product Owners, software architects, and the CTO**.
- Managed a **full website relaunch** (information architecture, messaging and copy), turning a legacy WordPress site into a **conversion-oriented product marketing platform**.
- **Rebuilt HubSpot** from a disorganized data repository into a structured **360° customer intelligence platform**, consolidating account data, decision-maker profiles, and opportunity insights to power **ABM targeting**.
- Mapped the **end-to-end customer journey** across marketing, pre-sales, and customer success, unifying commercial alignment across teams.
- **Supported all major RFIs and POCs** across Pay TV, automotive, and telco clients developing commercial narratives, pitch materials, contributing to the buildup of a **€2M enterprise pipeline**, including a major telecom account.

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CONT. EDUCATION

Business German Course
Full-time intensive (B2+ level)
VHS Volkshochschule
03.2024 – 10.2024

German for Managers and Professionals
Berlitz (B2.1)
07.2017 – 08.2017

Intensive German Course
Deutsch-Richtig (A2- B1)
02.2016 – 05.2016

Mandarin Chinese Intensive
Donghua University, Shanghai
09.2012 – 07.2013

Practical Chinese Intensive
JiaoTong University, Shanghai
03.2010 – 07.2011

TOOLS & TECHNOLOGY

CRM & MARKETING OPS
HubSpot, Gong, Asana, Jira, Notion

AI & PRODUCTIVITY
ChatGPT, Claude, Gemini, NanoBanana,

DESIGN & CREATIVE
Adobe Suite (basic), Canva, Figma

BUSINESS SUITES
MS Office 365, Google Workspace

INTERESTS

- AI & Emerging Technologies
- Latin Dance
- Wellness & Mindfulness
- Intercultural Exchange

LET'S CONNECT

SCAN FOR LINKEDIN PROFILE

PROFESSIONAL EXPERIENCE

EMEA Brand & Product Marketing Manager

Feb 2018 – Mar 2022

Citizen Systems Europe

European subsidiary of the Japanese Citizen Group; industrial division label, POS, mobile and photo printers and Healthcare devices.

- Owned **EMEA go-to-market and marketing communications strategy** across 8+ markets and 5 languages, directing a cross-functional network spanning Japan HQ, C-suite, sales managers, distributors, resellers and external agencies.
- Stepped up to cover the **full EMEA marketing function** for 8 months during a leadership vacancy, sustaining all brand, launch, agency, and event activity at manager-level scope with no additional headcount.
- Built a **standardized multilingual launch framework** and delivered **12 product launches** over 4 years across DACH, UK, France, Spain, Italy, Benelux, Nordics, and Eastern Europe (40+ cross-functional initiatives EMEA-wide).
- Designed and built the **Amazon GTM strategy** for Citizen's healthcare line, storefront, listings, and A+ content, establishing a new B2C channel from scratch.
- Scaled the **EMEA event program** from 23 to 46 annual events **(100% growth)**, optimized processes, streamlining logistics and cross-border equipment rotation.
- Informed allocation of a **€1M+ EMEA marketing budget** and managed **PR, design, and localization agency** relationships, ensuring consistent, market-ready output across all territories.

EARLIER EXPERIENCE

Campaign Management Consultant, Dymatrix, Stuttgart	10.2017 – 01.2018
Global Visual Merchandising Intern, HugoBoss, Metzingen	01.2017– 06.2017
Visual Commercial Trainee, Inditex, Deutschland	09.2016 – 12.2016

INTERNATIONAL EXPERIENCE

Marketing Consultant

Dec 2014 – Nov 2015

Freelance, Shanghai

Individual work with clients. Analysis, planning, and implementation of marketing communication strategies, campaigns and diverse activities.

Senior Project Manager- BMW Masters

Sep 2014 – Nov 2014

VOK DAMS, Shanghai

- Event and project management for the BMW Masters, overseeing sourcing, planning, and budgeting to ensure successful execution.
- Steering of agencies, suppliers, hotels, and other departments to ensure cohesive project execution and stakeholder satisfaction.
- Developed and implemented a guest stay management system for 300+ guests at Mandarin Oriental based on credit usage.

EDUCATION

Master of Arts – Art & Design Studies

Sep 2013 – Feb 2016

Donghua University, Shanghai

Full program delivered in Mandarin Chinese; awarded full CSC Government Scholarship; Master's Degree officially recognized by ZAB/KMK (Germany)

Bachelor of Arts – Communications & Journalism

Jan 2005 – Jan 2010

Universidad Pontificia Bolivariana, Medellín

Degree officially recognized by (ZAB) Zertifikat der Zentralen Behörde für ausländische Bildung and (KMK) Kultusministerkonferenz (Germany).