



CAROL ZURITA

MARKETING & BRANDING PROFESSIONAL

SUCCESSFUL RESULTS

✓ **\$18,000 in sales within 5 days.** Added a lucky draw system during a live stream show. Collected 150 crypto buyers who traded up to \$120 worth of tokens during 5 days. Offered a prize of \$1,000 during the spinning wheel.

✓ **15% Client retention.** Built content and product campaigns to incentivize clients to buy again within 6 months

✓ **\$60,000 in online sales during an offline event live-streamed on Shenyang Evening News.** Scoping, planning, and executing an offline event with runway, PR, and flash retail sales to increase sales and brand recognition

✓ **3,000 new user acquisitions in 7 days by managing a strategic partnership with a larger brand in fintech.** Planned, negotiated, directed the production, and executed marketing plan involving product managers, content and video production, social media team, and PR department.

CONTACT INFORMATION

Cell: (+65) 85228374
Email: carol.zurita@outlook.com
Website: www.carolzurita.com
www.strategy-branding.com
Address: Singapore, Zip code 448870

GUEST SPEAKER & TRAINER

- ✓ Chambers of Commerce - Singapore 2021
- ✓ Mother Industrialist, the seminar - Singapore 2019
- ✓ Hong Kong Polytechnic University - Hong Kong-2018
- ✓ Cross Border Summit - HK-Shenzhen 2018
- ✓ Denver Community College - Denver. Co 2016

ONGOING AND PREVIOUS EDUCATION

MBA

Universidad of the People - Online
Currently

ENGINEER OF COMMERCE,

Universidad Tecnica del Norte, Ecuador 2011

BACHELOR OF MARKETING TECHNOLOGY,

American Junior College, Ecuador 2009

LATEST CERTIFICATIONS

Metaverse Expert

Blockchain Council

The Agile Certified Practitioner Training Program (PMI-ACP)

Udemy



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WORK HISTORY

MARKETING LEAD CRYPTO EXCHANGE - Oct 2021 - PRESENT - Singapore

CABITAL - DIGITRADE,

- Acted as Project Manager to define the strategy, planning, and execution of Q1 Marketing and growth plan
- Handled and collaborate with all levels of management within the company and partner's teams
- Developed and managed milestones, deliverables, and supported dependencies for projects
- Managed a team of 4 people for design, content and pr, social media, and community management.
- Design co-branding campaigns with larger exchange platforms like Bybit

ACHIEVEMENTS

- **10% Return of clients**
- **4000 new users increasing 3% AUM**
- **1500% Increase of community on Telegram during a giveaway campaign**

HEAD OF MARKETING AND BRANDING May 2019 - Aug 2020 - CONTRACTOR- REMOTELY

FARM DIRECT ROSES, USA. EXPORTING HIGH QUALITY ROSES DIRECTLY FROM FARMS, THROUGHOUT THE USA/GLOBALLY.

- Liaising with clients and prospects to maintain positive relationships and brand recognition.
- Working closely with shipping and cargo agencies for import and export duties.
- Leading the Marketing and Branding functions in a new company, developing the company's image and brand identity, building and developing products for premium customers
- Recruiting and training staff, supporting the Sales Team in developing customer service and conflict management skills.
- Creating campaigns to boost the brand in local and international markets including, the USA, Russia, and China.

ACHIEVEMENTS

- **Established the Marketing Department, from scratch**
- **Tripled the number of leads coming from socials. Daily 7-10 leads to an average of 30 leads**
- **Increased monthly overall product sales by 8%. From \$380,000 to \$400,000**

PROJECT MANAGER | VIRTUAL TV CONTENT AND NEGOTIATION- CRYPTO DEX August 2020 - Sept 2021 - Russia - Remote

LATOKEN VCTV, REMOTE WORK. TV PRODUCTION, CONTENT CREATOR, LIVE STREAMING VIDEO

- Design strategy and flightpath for marketing campaigns to grow the number of buying volumes.
- Work with strategic clients from project initiation to completion
- Managed various client expectations and worked along with the product manager to customize deliveries
- Handled multiple projects to support during their listing process
- Report results on retro meetings and grooming meetings
- Design a portfolio about the company's services for the sales team to use during their sales.

ACHIEVEMENTS

- **15% Client retention**
- **35% conversion of listing clients in the last quarter (influenced by the TV feature) 5 conversions out of 15 hot leads.**
- **\$10,000 crypto investment during single 45 min live tv show**

FOUNDER AND CEO Jan 2016 -May 2019

STRATEGY BRANDING - CHINA/HONG KONG CORPORATE & SME CONSULTANT: BRANDING & MARKETING CONSULTANCY AND TRAINING ADVOCATE: CROSS-BORDER ENTREPRENEURS

- Leading a team of 15 in the management of dozens of marketing projects, optimizing e-commerce platforms, generating leads, acquiring and retaining clients in cross-cultural audience settings.
- Helping companies increase their brand visibility with local and new markets.
- Managing relationships with tier-one company clients, including Designer Barbara Freiman, Co-Talkschool, Global from Asia.

ACHIEVEMENTS

- **Attained a client referral rate of 70% for own business**
- **Increased online sales for clients by an average of 8-15%, annually.**
- **Increased new leads for clients by an average of 30-40%, annually.**
- **Featured in local media such as Shenzhen Daily, Shenyang Evening News.**



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WORK HISTORY

PARTNER - BTC AND LTC MINING FARM SEPT 2017- JUNE 2018

FARM AND MINER RENTALS

Along with 3 partners, we built a mini-farm of 300 mining machines from Inner Mongolia

- Sourcing and purchasing of mining machines directly from factories
- Set and plug mining machines in the farm
- Business Development to attract more investors globally

APAC MARKETING MANAGER: DIGITAL MARKETING Sept 2013- April 2016

APEX CONSULTING, CHINA/HONG KONG - PROVIDING B2B SERVICES ON SUSTAINABLE PRACTICES FOR CORPORATIONS - AUDITING, PLANNING AND HELPING IMPLEMENT PROCESSES TO AVOID WASTE.

- Creating and implementing the company development pathway to achieve revenue goals
- Leading internal quality of service measurement, accountable to CEO for maintenance of critical KPIs.
- Representing the company at public events, organizing brand awareness initiatives.
- Managing key client accounts including Huawei.
- Analyzing consumer research to develop key brand insights.
- Overseeing sponsorship, partnerships, and budgeting for all fundraising events.

ACHIEVEMENTS

- **Increased new leads on the website by 20-25% over two years. From 68,000 to 85,000 viewers**
- **Achieved annual B2B model conversion rate of 3-5%. From 48 to 50.4 conversions.**

MARKETING DIRECTOR FOR CRYPTO EXCHANGE PLATFORM May 2016-Oct 2017

HUAMENG DEX, CHINA - DIGITAL CRYPTOCURRENCY BASE FOR PAYMENTS AND REWARDS.

- Designing and promoting Token's value proposition for the different stakeholder groups while understanding the company's and coin's benefits and technological capabilities.
- Developing, negotiating, and managing corporate sponsorship and partnership.
- Using data and research and at the same time creativity to add value, to bring new participants to the cryptocurrency community.
- Planning and setting up promo events and product launches under the designed budget.
- Drawing and delivering strategies for online marketing, social media marketing, content copywriting, PR, and blogging.
- Arranging customers and clients' visits to strengthen relationships and maintaining sales up.

ACHIEVEMENTS

- **Increased and attained new leads of western clients based in China by an average of 18 - 22%. Monthly leads from 45 to 54 new leads**
- **Increased the level of client rebuy by 25%. 125 clients out of 500**



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ADDITIONAL ACHIEVEMENTS

PUBLISHED AUTHOR

- Authoring 2 books, overseeing all related online and offline marketing, branding and promo campaigns as well as designing complimentary products.
- Building and implementing content and blogging strategies around core topics in the book.

GET POWERFUL NOW, James Morgan publishing 2019
Category: Personal Development

COMO ENCUENTRO EL ÉXITO? (Finding Your Success), E-book on Amazon, self-published 2019
Category: Business Coaching

MY REFERENCES

KEAGAN RUBEL, PwC -Former APEX Consulting
(+65) 8739 6940
MARIA ABOZOVA- HIRING MANAGER - LATOKEN
(+7) 953 357 1706
RAYMOND HSU - CABITAL CEO
(+86) 186 2192 0365

ENTREPRENEURIAL TRIALS

Mr. Licks Pets

E-commerce store for American Market - March 2018 to Aug 2021

Customized and tailored apparel for pets matching owner's accessories such as bags, belts, bracelets.
Facebook: Mr.Licks Pets

The Style Workshop

Consultancy office for Chinese seeking international professional success Jan 2014 to Feb 2015

A small consultancy for female professionals. From personal fashion to beauty, self-confidence, to personal branding.