



CARLA ARROYO

MARKETING DIRECTOR & STRATEGIST



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Marketing strategist with over 13 years of experience helping organizations in the Philippines and the U.S. build brands, develop websites, execute integrated marketing campaigns, and optimize marketing operations through data-driven strategies and AI-powered workflows.

WORK experiences

MARKETING MANAGER June 2021 up to present Platinum Creditplus Lending Corporation

Develop and execute integrated, data-driven marketing strategies that drive brand awareness and business growth. Plan and deliver integrated marketing campaigns, content strategy and creation, digital advertising, audience targeting, market research, and performance analysis. Oversee website development, maintenance, SEO, creative design, and digital content across websites and social media platforms. Build strategic partnerships and integrate AI-powered tools and automation to streamline workflows, improve efficiency, and deliver consistently high-quality marketing initiatives.

ACHIEVEMENT: Designed and implemented end-to-end marketing systems—from marketing and lead generation to client processing, customer retention, and advocacy campaigns—integrating AI-powered tools and automation to improve efficiency, scalability, and execution.

MARKETING DIRECTOR April 2025 up to present (Part-time)

Client: *Golf Swing, LLC (Texas, USA)*

Lead the marketing strategy and brand development for a premium indoor golf facility from concept through launch. Define brand positioning, customer experience, and go-to-market strategy while overseeing integrated marketing campaigns, content strategy, lead generation, digital advertising, and marketing performance. Oversee website development, SEO, creative design, and digital content across web, email, and social media. Collaborate closely with the founders to align marketing initiatives with business objectives, integrating AI-powered tools and automation to optimize workflows, enhance productivity, and support more efficient marketing execution.

ACHIEVEMENT: Built the brand identity and marketing ecosystem from concept to launch by defining the target market, customer personas, brand positioning, customer journey, creative direction, website strategy, and digital marketing framework, creating a cohesive, scalable marketing ecosystem supported by AI-powered workflows.

DIGITAL MARKETING STRATEGIST AND CONSULTANT

March 2014 to October 2021 | April 2026 up to present as a Consultant

Client: *No Strings Attached E-News (Las Vegas | Chicago, USA)*

Provide strategic guidance on digital marketing, creative direction, brand development, campaign concepts, and marketing assets across digital and print platforms. Collaborate closely with the Board of Directors to align digital marketing and creative initiatives with organizational objectives, strengthen brand positioning, and drive business growth.

ACHIEVEMENT: Partnered with the Board of Directors to shape digital marketing and creative initiatives, strengthening brand positioning, expanding digital presence, and supporting organizational growth.

MARKETING AND CREATIVES STRATEGIST March 2020 to June 2021 Client: *Mark Henderson Leary, LLC (Texas, USA)*

DIGITAL MEDIA STRATEGIST 2012 to 2020

Anchor Land Holdings, Inc. | AKME Publishing Group Corp.

AREAS OF EXPERTISE

- Marketing Strategy
- Brand Development
- Website Development & SEO
- Content Strategy & Copywriting
- Creative Direction & Design
- Digital Advertising
- Email Marketing & Automation
- AI-Powered Workflow Automation
- Marketing Analytics

EDUCATION

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

Bachelor in Business Administration
Major in Management 2009

IMMAP Certified Digital Marketer Program

Digital Marketing Acceleration
Program 2016

NEO TRADE EVENTS CORP.

The 3rd Digital Marketing Master
Class Philippines 2018