

Carlos Munoz

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EXPERIENCE

NORCAL SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

Consultant, California State University, East Bay, CA

April 2025 - Present

- Advised 10+ business clients on website optimization and digital marketing strategies to improve engagement and conversions.
- Analyzed multi-sourced datasets using Excel and Tableau to uncover patterns, forecast KPIs, and guide decision-making.
- Applied SEO, analytics, and content strategies to guide clients on improving online visibility and campaign effectiveness.
- Guided business owners in scaling marketing campaigns, achieving higher ROI and customer acquisition efficiency.
- Delivered A/B test analysis and keyword clustering that informed content strategies and campaign optimizations.

SALESERA | DIGITAL MARKETING AGENCY

SEO Analyst Intern, Cupertino, CA

October 2023 - December 2023

- Improved crawlability by conducting SEO audits to identify and resolve broken links, duplicate content, and page speed issues.
- Increased search ranking by 2 positions by strategic keyword analysis using Keyword Planner, focusing on high-value keywords.
- Reduced bounce rate by 10% by optimizing CTAs and landing page content.

BUSINESSERA | MARKET RESEARCH AGENCY

Social Media Marketing Intern, Cupertino, CA

August 2023 - October 2023

- Managed content strategy and copywriting for Instagram and LinkedIn, aligning posts with brand identity.
- Conducted A/B Tests on post formats (e.g., carousel, video, static), post times, and hashtags to determine engagement drivers.
- Drove an 8% increase in engagement through targeted content campaigns and data-backed performance analysis.
- Boosted followership by 6% by analyzing engagement and reach metrics to guide content strategy pivots.

SALESERA | DIGITAL MARKETING AGENCY

Market Research Intern, Cupertino, CA

February 2023 - April 2023

- Delivered insights on sentiment, campaign performance, and market trends through qualitative and quantitative research.
- Cleaned and processed datasets by removing stop words, spelling errors, and resolving inconsistencies to ensure accuracy.
- Refined product messaging and content positioning by analyzing customer behavior patterns and engagement trends.
- Monitored data anomalies using Google Sheets and built visual dashboards to communicate insights to stakeholders.
- Analyzed competitive positioning, market dynamics, consumer insights, and industry benchmarks to support decision-making.

APPLE INC.

Product Specialist, Apple Park Visitor Center, Cupertino, CA

September 2019 - Present

- Advise and sold ecosystem solutions, transacted, and trained individuals on new devices.
- Exceeded customer expectations resulting in 95 NPS Team Member Score (*highest achievable client review score*).

PROJECTS

STUKENT | DIGITAL MARKETING ANALYTICS SIMULATION

Digital Marketing Analytics Simternship, California State University, East Bay, CA

October 2024 - December 2024

- Optimized a \$20K marketing budget using Solver, allocated funds across high-performing campaigns, maximizing ROAS.
- Built regression and classification models in Excel and Python (Pandas and Seaborn) to forecast ad spend and campaign ROI.
- Tested subject lines, CTAs, visuals, and variations to drive higher conversions, engagement, and revenue growth.
- Analyzed vanity metrics (e.g., impressions, clicks) and key performance indicators (KPIs) including ROI.
- Applied web analytics to refine targeting, driving higher campaign efficiency and engagement.
- Improved CTR by 6% through layout, navigation, and content design testing.

EDUCATION & CERTIFICATION

California State University, East Bay - College of Business and Economics

September 2024 - Present

Master of Science, Marketing Analytics

- **Involvement:** Member (American Marketing Association)
- **GPA:** 3.8 / 4.0

San Jose State University - The Lucas College and Graduate School of Business

August 2020 - December 2022

Bachelor of Science, Marketing

- **Involvement:** Member (SJSU Marketing Association)

SKILLS

Technical: Excel, SQL, Python, JupyterLab, Google Colab, Tableau, GA4, Cognos Analytics, Looker Studio, SPSS, SEMrush, Moz, Screaming Frog, Google Ads, Google Trends, Google Search Console, Hootsuite, Salesforce, Asana, HubSpot, Microsoft Office, Google Workspace, Adobe Creative Suite, Figma, Canva, SAP, CRM, iWork, iOS, OSX, MDM, ABM, Teams, Slack