

# Carlos Antonio Murrieta Steinman



## EDUCATION

Tecnologico de Monterrey Campus Santa Fe

Business Intelligence | Class of 2025

### Eugenio Garza Sada Leadership Program

This program focuses on forming conscious passion-driven leaders to solve diverse global crises. Selected as one of 8 people from my campus.

### INC Monterrey

Latin America's largest entrepreneurship congress. Progressed from volunteer to General Director, managing event logistics and overseeing 250 volunteers.

### Somos #SomosYalitza

Founded a student club focused on social consciousness toward diverse taboo topics. Organized #somosYalitza, an event raising over half a million pesos for schools in Oaxaca.

### SaPrepa

Student government president, organized events for peers.

### Other Activities

In high school, I was part of Carnero (a TEC leadership program), organized Peace One Week, volunteered at Earth x (the biggest sustainability summit in Latin America), and participated in Blua media. Volunteered and coordinated VocesConFín agentes del cambio, promoting the foundation's program for teenagers.

## WORK EXPERIENCE

### Life Changing Knowledge (LCK)

Consultor de Gestión Empresarial | September 2023 - Present

- Leading digitalization efforts, implementing and managing the company website.
- Assisting in recording and producing online courses.
- Enhancing online presence and digital marketing strategies.
- Providing strategic consulting to improve business operations.



Marketing Content Strategist | 2019 - 2022

- Planned brand strategy for social media platforms.
- Launched and managed paid marketing campaigns.
- Analyzed customer data using Facebook Ads & Google Analytics.
- Used social media to interact with users and generate leads.

### Camp Pocono Trails

Counselor, Group Leader | Summer 2021 and Summer 2022

- Managed campers and oversaw counselors for my division.
- Motivated campers to follow the weight loss program.
- Organized and ran fitness, sports, and evening activities.



### DIDI Chuxing Technology Co.

Performance Marketing Intern | March 2023 - September 2023

- Managed data for Didi Food Mexico, LATAM, and Didi Rides Brazil.
- Optimized marketing campaigns using user data.
- Utilized SQL and Excel for data manipulation and dashboard creation.



## CONTACT

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## About Me

My goal in life is to become a world-class industry leader giving back to my community.

- Student Leader
- Community-Oriented
- Bilingual
- Data-Driven
- Tech-Hero
- Curious
- Proactive

## Professional Skills

- Native Spanish
- Microsoft Office Suite
- Proficient at Excel
- Adobe
- Basic understanding of Python, R, Java, and SQL
- Facebook Ads/FB

## Certifications

- **Google:** Data Foundations, Data Everywhere; Ask Questions to Make Data-Driven Decisions
- **Google:** Foundations of UX Design
- **University of California, Irvine:** Managing Project Risks & Changes
- **Yale:** Moral Foundations of Politics
- **Harvard:** Deep Learning for Business, CS50 (in progress)