



Digital Marketing | Strategic Marketing | Advertising | Fashion Marketing

Results-driven digital and strategic marketing professional with proven experience bridging creative design and commercial execution. Strong background in B2B sales, product development, campaign planning, digital content creation, and multichannel communication to support sales and brand growth. Data-oriented, with hands-on experience in KPI analysis and customer insights.

EDUCATION

Bachelor of Arts in Textile Design, Specialization in Fashion Marketing
Universidad Iberoamericana, Cdmx
2012-2016, Mexico City

Diploma in Strategic Digital Marketing, Social Media & Applied Artificial Intelligence
Universidad del Valle de México (UVM), Cdmx
January 2026-June 2026 (Expected)

CERTIFICATIONS & COURSES

Online Arbitrage & Wholesale on Amazon
ALGO + México 2021
Online Fashion Analytics with Tableau-Coursera

SKILLS

Email Marketing (Mailchimp)
Content Creation
Google Ads-Google Analytics
Social Media Marketing
Marketing Strategy & Branding
KPI Management & Performance Analysis,
Graphic Design: Adobe Photoshop, Illustrator, Lightroom, Canva
Digital Photography
WordPress-Elementor-WooCommerce
Customer Journey Mapping (MIRO)
Market Segmentation (INEGI),
Trend Analysis (WGSM)
AI for Marketing (ChatGPT, Adobe Firefly, Deepseek, Lume5).

LANGUAGES

Spanish – Native (C2)
English – Professional Working Proficiency (C1)

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PROFESSIONAL EXPERIENCE

Senior Account Sales Executive | Raw Materials (Contract Fabrics)
Artelinea | Mexico City | November 2023-present

- Designed and executed promotional campaigns to support sales initiatives and brand positioning.
- Created and distributed newsletters and blog content through email marketing and WhatsApp.
- Coordinated communications for product launches and promotions with clients and internal teams.
- Achieved average monthly sales of up to \$1,000,000 MXN and increased active client portfolio by 40% through strategic prospecting and lead generation.
- Designed and Led sales enablement and marketing training programs covering market trends, product positioning, processes, warranties, selling, upselling, and cross-selling strategies.
- Delivered strategic marketing and sales enablement training to key retail accounts such as Liverpool and Sears, ensuring brand consistency and effective in-store execution.

B2B Sales Executive | Raw Materials (Gabardine and Denim)
Orange System | Mexico City | September 2021-November 2023

- Managed B2B sales of textile materials through portfolio and project-based models.
- Achieved average monthly sales of up to \$1,500,000 MXN.
- Increased active client portfolio by 30% through strategic prospecting and lead generation.
- Conducted prospecting, client follow-ups, and presentations to decision-makers.
- Designed and developed digital product catalogues.

Senior Executive Designer | Handbags
UGA FASHION | Mexico City | September 2019-September 2021

- Designed and developed handbags and luggage collections aligned with annual marketing plans, seasonal campaigns, and special promotions for key retail accounts (Costco, Liverpool, and Sanborns).
- Conducted trend research and market analysis to support product positioning, brand strategy, and campaign planning.
- Developed visual branding assets and marketing collateral for retail.
- Coordinated product development with manufacturing partners in China and New York, ensuring quality standards and timeline compliance.
- Developed and designed sales presentations and marketing materials.