



CAROLINA SALAMANCA

Marketing & Growth Strategist

International Marketing & Growth Strategist with 10+ years of experience across industries and markets, and a strong entrepreneurial background.



PROFESSIONAL EXPERIENCE

FOUNDER & HOST (Social Impact / Side Project)

Lejos del Cliché | Worldwide | 2024 - Present

- Production and host of a videopodcast on female leadership.
- Publication of a weekly Substack newsletter.
- 60K+ views across YouTube, Spotify & Apple Podcasts.

ENTREPRENEURSHIP & STRATEGY CONSULTANT

Freelance | Worldwide | 2024 - 2025

- Business, marketing & growth strategy support for entrepreneurs.
- Mentorship in leadership and communication.

HEAD OF INTERNATIONAL MARKETING (EMEA & LATAM)

Partoo | Paris | 2023

- International marketing roadmap for 20+ countries.
- GTM, events & B2B content (webinars, benchmarks, case studies) to drive lead generation.
- Leadership of a 5-person team and budget allocation.

MARKETING & SEO DIRECTOR (prev. Manager)

Widilo by AFILIZA | Paris | 2020 - 2022

- Leadership of content strategy across multiple affiliate platforms and a 5-person team.
- 8M+ annual visits (+500% YoY growth) and launch of a new platform reaching 3M+ in its first year.
- Campaign management for 2,000+ retailers (fashion, beauty, banking, home), with data-driven optimization.

BUSINESS & MARKETING CONSULTANT

SERVINOP S.A.S. | Colombia | 2015 - 2018

- Strategic support for 20+ SMEs across multiple industries.

CO-FOUNDER & MANAGING DIRECTOR

Restaurante Los Caobos | Colombia | 2014 - 2023

- Operations, finance and administrative management.
- 600%+ long-term business growth.

BUSINESS EXPANSION & MARKETING LEAD

Calucé Senior Living | Colombia | 2014 - 2015

- Development of business plan for expansion to new facilities.
- Creation of the Marketing & Communication function.
- Leadership of a 15-person team in a luxury service environment.



LANGUAGES

English: Proficient (C1) • **French:** Proficient (C1) • **Spanish:** Native



CONTACT

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carolina-salamanca-mendez

Paris, France · No visa sponsorship needed



COMPETENCES

- **360° Marketing & Growth Strategy:** GTM, CRM, campaigns and international expansion.
- **Brand & Communication Strategy:** brand positioning, messaging and storytelling.
- **Media & Content Strategy:** SEO, paid, social media, multi-channel/format content creation.
- **Behavioral & Data-Driven Mindset:** consumer behavior insights, KPIs and data analysis.
- **Leadership & International Scope:** team leadership and stakeholder management.



EDUCATION

MSC · MASTER IN INTERNATIONAL MARKETING

ESC Rennes School of Business | 2020 | France

BBA · BACHELOR IN BUSINESS MANAGEMENT

Universidad de La Sabana | 2014 | Colombia

Additional Training

NEUROMARKETING SPECIALIZATION

Johns Hopkins University | 2025 - 2026

MANAGEMENT & LEADERSHIP SKILLS

University of California Davis | 2024

DATA ANALYST

DataBird | 2023 | France

INTERNATIONAL MANAGEMENT & STRATEGY

Università degli Studi di Firenze | 2019 | Italy

DIGITAL MARKETING SPECIALIZATION

University of Illinois Urbana-Champaign | 2016