

CARLA M. VALDES

BRAND, ECOMMERCE & DIGITAL STRATEGY

✉ Carlamvaldes@gmail.com ☎ 571-388-8581 🔗 www.carlamvaldes.com 🌐 [in/carlamvaldes](https://in.carlamvaldes)

Strategic digital leader with 20+ years driving transformative experiences across creative direction and product management. Expert at bridging innovative design with data-driven strategy to deliver measurable ROI for healthcare, edtech, and e-commerce brands. Proven track record leading cross-functional teams, developing award-winning campaigns, and launching successful digital products that exceed business objectives.

EXPERIENCE

Brand & Ecommerce Executive

🏢 Carla M. Valdes

📅 2013 – Current

- Led digital transformation and marketing strategy for B2B/B2C clients across fintech, security, and e-commerce sectors.
- Developed go-to-market strategies, product roadmaps, and user research for startups through enterprise organizations.
- Executed integrated campaigns utilizing SEO/SEM, content marketing, and marketing automation to drive growth.
- Designed customer experience strategies and implemented CRM solutions that improved conversion and retention.
- Provided fractional CMO and creative director services for scaling companies.

Senior Manager, Brand Experience

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📅 2024 – 2025

- Architected CRM strategy and user journeys across consumer and institutional markets, mapping touchpoints for retention emails, acquisition campaigns, and promotional initiatives.
- Directed development of AI chatbot marketing content and flows for both B2B institutional clients and B2C consumer segments.
- Led creative direction and UX strategy for digital assets including webpages, blogs, landing pages, and email campaigns.
- Managed a design team delivering transactional, triggered, and marketing emails while establishing scalable customer journey workflows.
- Directed integrated campaigns—including influencer partnerships and PPC—ensuring a consistent brand experience across all touchpoints.
- Partnered with SEO team to optimize content strategy and user pathways for organic growth.
- Designed customer journey maps and implemented data-driven optimizations based on user research and analytics.
- Collaborated cross-functionally to align creative vision with business goals and conversion outcomes.

Impact:

Drove customer retention and acquisition strategies that exceeded KPIs, while establishing scalable marketing processes and design systems that improved operational efficiency across the organization.

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Director Of User Experience

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2021 – 2023

- Defined functional requirements and led development sprints through QA and MLR reviews.
- Introduced data-driven design methodologies that improved conversion rates and established UX best practices.
- Aligned cross-functional teams to deliver omnichannel experiences that balanced user needs with technical requirements.
- Secured new business through strategic pitching while managing multiple pharmaceutical accounts.
- Directed diverse digital initiatives—from sample closet platforms to CRM programs and corporate websites.

Impact:

Built and established the agency's digital/UI team from the ground up, creating scalable creative workflows that enabled websites, audits, and digital communications to become a new revenue vertical.

Creative Director

Whereoware

2016 – 2021

- Championed strategic vision for B2B and B2C clients, driving agency growth and earning industry recognition for e-commerce and digital brand campaigns.
- Built and led a creative team from 0 to 11 designers, establishing scalable design standards and UX best practices.
- Conceptualized and developed UX strategies for Sitecore, Optimizely, and Adobe Experience Manager implementations.
- Co-led development of proprietary tools—including Product Fast Lane and a modular email builder—to streamline campaign execution.
- Fostered collaboration across marketing, sales, and development to deliver data-informed omnichannel solutions.
- Transformed project management by introducing structured briefs and agile workflows, improving efficiency across digital transformation projects.
- Led creative strategy for enterprise CMS platforms (Sitecore, Adobe), incorporating A/B testing with Optimizely to optimize user experience.

Impact:

Launched and grew creative team to 11 designers while achieving industry recognition for global brand work and developing agency's enterprise digital platform capabilities.

General Partner

Fortify Ventures

2011 – 2013

- Sourced and evaluated early-stage technology investments across fintech and enterprise SaaS.
- Directed startup accelerator strategy and mentored portfolio companies toward product-market fit.
- Managed investor relations and led fundraising initiatives for fund growth.

Previous experience includes digital marketing and product strategy roles in consumer goods, luxury retail, and financial services sectors

EDUCATION

BA In Communications

George Mason University

2009

UX Management

Nielsen Norman Group

2019