

# Carlos Taylor

Cedar Rapids, IA 52402 • ctaylor5862@mtmercy.edu • 319-201-4121

## MBA in Business | BBA in Marketing

Multilingual Marketing Professional with global business experience and skills in Digital Market, Marketing Planning, Event Planning, Lead Generation, B2B & B2C Sales,.

### TECHNOLOGY SKILLS

**Visual Technology: Adobe Photoshop and Adobe Illustrator**

**Digital Marketing and Social Media Platforms**

**Microsoft Office, including Excel, Word, PowerPoint, and Outlook**

### EDUCATION

**MOUNT MERCY UNIVERSITY -- CEDAR RAPIDS, IA**

**MASTER OF BUSINESS ADMINISTRATION**

**MAY 2026**

- ▶ COURSEWORK IN STATISTICS FOR MANAGERIAL DECISIONS, CORPORATE FINANCIAL REPORTING, PROJECT MANAGEMENT, OPERATIONS MANAGEMENT & MORE.

**MOUNT MERCY UNIVERSITY—Cedar Rapids, IA**

**Bachelor of Science in Marketing**

**May 2024**

- ▶ Coursework in Market Research, Consumer Behavior, Digital Marketing, Visual Technology, Macroeconomics.

### WORK EXPERIENCE

**MARKETING SPECIALIST**

**American Family Insurance, Heaton & Associates—Marion, IA**

**March 2025-Present (Current)**

- Developed and optimized automated email marketing workflows using Salesforce Marketing Cloud, Constant Contact, and Hotjar to enhance customer journey efficiency and engagement.
- Designed and executed highly segmented, lifecycle-based email campaigns leveraging behavioral triggers and dynamic content to deliver personalized, conversion-driven communication.
- Implemented comprehensive SEO strategies across web properties, significantly improving organic traffic, search visibility, and keyword rankings.
- Led data-driven A/B testing initiatives across email and digital channels, continuously improving click-through rates (CTR), conversion rates, and overall campaign ROI.
- Directed event planning and coordination initiatives as a strategic channel for lead generation, business development, and revenue growth.
- Built and analyzed performance reports, including cost-per-lead (CPL), conversion rates, and monthly marketing analytics, to inform data-backed decision-making and optimize marketing spend.
- Oversaw end-to-end social media strategy and content creation, aligning brand messaging with growth objectives and audience engagement goals

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## GENERAL MANAGER

**Iowa Raptors FC**—Cedar Rapids, IA

March 2025-Present (Current/Seasonal)

- Managed indoor division operations, including game-day logistics, team accommodations, concessions, and tryout coordination to recruit top-tier talent.
- Negotiated ticketing agreements with Alliant Energy PowerHouse and Ticketmaster, increasing revenue and streamlining fan access.
- Drove B2B sponsorship sales by prospecting, pitching, and closing partnership deals with local and regional businesses, generating new revenue streams.
- Secured an apparel partnership and oversaw sponsor branding across digital, physical, and broadcast platforms to boost visibility and retention.
- Planned and executed large-scale events for players, sponsors, and vendors, consistently drawing crowds of 1,000+ attendees and strengthening stakeholder relationships.
- Led community engagement and promotional efforts through school visits, hospital outreach, and matchday events to enhance fan experience and club presence.
- Spearheaded the creation and launch of a professional women's soccer team competing in the MWASL, overseeing operations, recruitment, and league integration

## INSURANCE LICENSED PRODUCER & MARKETING INTERN

**American Family Insurance, Heaton & Associates**—Marion, IA

March 2022-April 2023

- Provided ongoing support to clients by addressing inquiries, processing policy changes, and facilitating claims processing
- Consistently met or exceeded sales targets and revenue goals through proactive sales efforts and effective client management.
- Conducted comprehensive client consultations to assess insurance needs and recommend appropriate coverage plans.
- Educated clients on insurance products, explained policy features, and provided personalized recommendations.
- Utilized effective sales and marketing strategies to generate leads and expand the client base.

## INTELLECTUAL PROPERTY AND REAL ESTATE PARALEGAL

**DENTONS MUNOZ LAW OFFICE**—San Jose, Costa Rica

2017-2019

*First global law firm with a presence in Costa Rica and ranked "Top International Law Firm" by JD Supra's 2020 Readers' Choice Awards*

- Assisted lawyers with patents, trademarks, copyrights, and intellectual property litigation as well as researching real estate laws
- Drafted client communications, deeds, mortgages, and lien releases, requiring strong attention to detail and accuracy

**COMMUNICATIONS INTERN**—**Quindo Radio Station**, Kortrijk, Belgium

2019-2020

- ▶ Hosted a radio program and participated in a youth music intervention and recovery program for Belgium's premiere youth community radio and media lab

## LANGUAGES & AWARDS

- ▶ Fluent in English and Spanish; Proficient in German.
- ▶ Mount Mercy University Senior of the Year 2024

## ATHLETIC INVOLVEMENT

**MOUNT MERCY UNIVERSITY**—Cedar Rapids, IA

2021-2024

**Men's Soccer**

**3<sup>RD</sup> DIVISION ROYAL BELGIAN FOOTBALL ASSOCIATION**— Kortrijk, Belgium

2019

**Regional Team Member**

**Iowa Raptors — Cedar Rapids Iowa**

**2022-Present**

MASL2 Soccer Player.