

Carolina Fernandez Velez

Email: [cfernandez@hopgr.com](mailto:cfernandez@hopgr.com)

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## PROFESSIONAL PROFILE

Solution and service oriented digital marketing consultant with over 20 years of work experience. I have emphasized my professional work on a holistic approach of digital marketing, IT and business development for small and medium businesses. Both through direct clients, as well as through associations that work with entrepreneurs and small business owners, I have dedicated over two decades to helping business owners and their teams, position their brand in digital channels, gain better online presence, set up appropriate IT solutions and grow their market share. I have had the opportunity to work with a diverse portfolio of clients in 4 different continents, focusing especially in Latin America and the US. One of my strongest qualities is to be able to guide and support businesses who do not have an in-house digital marketing team, overcoming challenges they face when growing. I have strong leadership and teamwork skills.

## WORK EXPERIENCE

### H.O.P. Group Corp.

U.S.A.

CEO – *Digital Marketing Consultant (March 2014 - present)*

### H.O.P. HANDS ON PRACTICE GROUP E.U.

COLOMBIA

CEO – *Digital Marketing Consultant (April 2006 – December 2017)*

- Founder
- Develop digital marketing strategies for over 200 small and medium businesses aimed at helping them succeed with regards to growing market share, obtain a healthy digital ecosystem and generate online tools to attract new ideal customers.
- Structure digital marketing plans based on buyer's persona based on the client's ideal audience. Analyze available online channels and identify the ones that will provide the best ROI. Set up suggested budgets and workplans to be implemented by them or a third party.
- Set up, manage and maintain over 60 IT ecosystems, as of today, for small business clients.
- Design and conceptualize UX, functionality and communication strategy for over 250 websites and web apps, as of today, for small and medium businesses.
- Train small and medium business owners and their teams in topics such as Inbound Marketing, Social Selling on LinkedIn, Email Marketing, etc. in order to give them the necessary tools to implement successful digital marketing strategies.
- Created and developed "*Hablemos de Marketing Digital (Let's talk about digital marketing)*" a course specifically tailored to the needs of independent restaurants on how to leverage Facebook (organic and paid) to help them grow their business. (2018-2019)
- Created and developed "*HOP PYMES*" a line of business aimed at helping entrepreneurs set up their basic corporate material and online presence to launch their business. (2008-2011). As a result of this initiative, I was invited to 4 top Colombian radio stations to discuss the importance of strong marketing strategies for the new entrepreneur and their success.

### **FUNDACIÓN HOGAR INTEGRAL (Non-for-profit organization)**

*(Social Objective: Developing comprehensive attention programs focused on early childhood, supported by national and international solidarity, in order to contribute to overcome social inequality and promote integration of disadvantaged communities, taking active part in Sustainable Development Goals.)*

COLOMBIA

*Member Board of Directors (2017) and Volunteer (2011 - present)*

- Develop and implement a comprehensive online marketing strategy.
- Structure the foundation's online presence to gain better recognition, both locally and internationally, supporting their fundraising efforts.
- Set up, manage and maintain the IT ecosystem.
- Develop all communications material, both for online and offline use, to grow donations.

### **CÁMARA DE COMERCIO DE BOGOTÁ – BOGOTA EMPRENDE**

COLOMBIA

*Consultant and Trainer (2010-2014)*

- Developed original curriculum for the workshop: "Learn about the world of business on the internet: How to structure, implement and take advantage of e-marketing"
- Developed original curriculum for the workshop: "Advertising with high impact."
- Led 99 training sessions and trained over 800 entrepreneurs and small business owners in topics related to online marketing.

### **TOP BRAND DISEÑO Y COMUNICACIONES.**

COLOMBIA

*Accounts Director (Jan 2005-April 2006)*

*CEO: Mauricio Restrepo*

- Lead and organize strategies for special events, on-site branding experiences and mass media communication campaigns for local and international clients.
- Advice and direct on new graphic and communication trends, in order to implement them, for packages, POP and merchandising elements looking to reinforce brand positioning and market share of various products.
- Plan communication strategies, media placement and special events. Coordinate media buying, tv and radio production. Hiring outsourcing companies with high quality, standards.

### **CREATIVE IDEAS ADVERTISING**

U.S.A.

*Account Services/Creative Director (January 2004 - Jan 2005)*

*CEO: Maritza Gutierrez*

- Direct and coordinate special events for both American and Hispanic clients in order to reinforce and strengthen their presence and market share.
- Create and produce bilingual campaigns for small, medium and multinational companies within various sectors of the economy, some of them are: FORD, LUCKY START HOMES, NAVARRO PHARMACIES AND COMCAST CABLE.
- Conceptualize and design marketing and advertising campaigns that satisfy the needs of a constantly growing Hispanic market in the US.
- Direct the graphics department in finalizing artwork for prepress, developing radio and tv pieces, all complying with high standards of creativity and quality. Design media and marketing strategies in order to launch or strengthen products or services within specific markets.

## **CREATIVE IDEAS ADVERTISING**

U.S.A.

*Jr. Graphic/Creative* (Sept 2002- January 2004)

CEO: *Maritza Gutierrez*

- Conceptualize and design printed, mass media pieces, collateral material amongst other pieces for advertising campaigns for various mass consumption products, service companies and political candidates.
- Coordinate approval processes for clients, printing and production outsourcing for designed and approved projects.

## **PANORAMA METROPOLITANO NEWSPAPER**

U.S.A.

*Marketing and Creative Intern* (May 2004-Abril 2006)

CEO: *Ceferino Pérez*

- Develop and design the newspaper's corporate identity, marketing and penetration strategies.
- Design the monthly publication and ads for clients.

## **THE ART INSTITUTE OF FORT LAUDERDALE**

U.S.A.

Volunteer (July 2000-Dec 2003)

- Coordinate meetings between clients and students.
- Direct and guide lower classmen through the conceptualization and developing processes for campaigns donated to non-for-profit organizations in the South Florida area.

## **LANGUAGES**

Native Speaker Spanish

English 100%

## **EDUCATION**

Dec 2011

Beginner and Advanced SEO courses. *SEO TECHMASTERS*.

Portland, Oregon USA.

Dec 2003

Bachelor of Science in Graphic Design, *The Art Institute of Fort Lauderdale*, Ft. Lauderdale, Florida USA.

June 1998

High School Degree, *Colegio Los Nogales (private school)*, Bogotá, Colombia.

June 1997

Summer courses in Photography and English Literature, *University of California*, Berkeley, California USA

## **MEMBERSHIPS**

Dec 2015 – July 2020  
Solutions partner in the HUBSPOT Solutions Partner Program  
Inbound Marketing

## **ACADEMIC ACHIEVEMENTS**

2003 Graduated Magna Cum Laude  
2002-2003 Presidents Honor Roll, The Art Institute of Fort Lauderdale  
2000-2002 Deans Honor Roll, The Art Institute of Fort Lauderdale  
2000 Honor Roll, The Art Institute of Fort Lauderdale