

Enrique Carbajal

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Digital Marketing Executive

GO-TO-MARKETING STRATEGIST | AI-DRIVER PERSONALIZATION | DEMAND GENERATION | LIFECYCLE MARKETING

Seasoned digital marketing executive with over 15 years' experience architecting and executing multi-channel go-to-market strategies for enterprise SaaS and fintech providers. Expert in demand generation, product marketing, and customer lifecycle management, leveraging AI-driven personalization and advanced analytics to drive acquisition, engagement, and retention. Proven track record scaling marketing programs for Fortune 50 and mid-market companies, with expertise in ABM, automation, and integrated campaigns. Collaborative leader fluent in Spanish and conversational in French, adept at building high-performing teams and aligning marketing with sales, product, and finance to deliver revenue growth.

Core Competencies:

Digital & Product Marketing Strategy • Demand Generation & Lifecycle Marketing • Go-to-Market Execution & Launches • Customer Segmentation & Personalization • Data & Analytics (AI-powered campaigns) • Marketing Automation (Marketo, Salesforce) • Account-Based Marketing & Integrated Campaigns (ABM) • Omnichannel Marketing (Social, SEM, Email, Events) • Pipeline Growth & Revenue Optimization • Team Leadership & Cross-Functional Collaboration • Market & Competitive Intelligence • Technology Adoption • Strategic Planning • Brand Positioning & Messaging • Continuous Improvements • Executive Visibility • Team Building and Motivation • Effective Communicator

PROFESSIONAL EXPERIENCE

FICO, Inc.. – |Remote |

February 2021 – Present

FICO (Fair Isaac Corporation) is an American data analytics company focused on credit scoring services with over 3,000 employees.

Director of Digital Marketing

Reporting to the CMO, hired for high-impact leadership, serving a key role in overhauling company marketing tactics toward a platform product business model. Champion efforts to scale and enhance value proposition of FICO through diverse channels and regions including LATAM, EMEA and APAC. Spearhead all facets of digital marketing within a matrixed environment comprising 8 team members. Encourage cross-functional alignment while developing budgets that align with company's long-term vision.

- Led cross-functional product and digital marketing strategy, aligning global go-to-market plans with sales, content, and product development teams.
- Directed market and competitor research to inform positioning, messaging, and segmentation strategies.
- Created and managed impactful digital campaigns, including social media activations for flagship events, generating high engagement and driving pipeline growth.
- Orchestrated multi-touch ABM campaigns, reducing sales cycle inefficiencies and increasing high-quality lead volumes.
- Developed AI-powered video strategy using various tools to produce hyper-personalized marketing assets, increasing engagement by 45%.
- Leveraged advanced analytics to evaluate funnel performance and guide strategic investment decisions.

- Managed full-funnel automation workflows using Marketo and Salesforce, optimizing conversions and nurturing performance.

CrowdStreet, Inc. – Portland, OR and Remote**2020 – 2021****Director, Lifecycle & Demand Marketing**

CrowdStreet is an online real estate investment platform that allows accredited investors to invest directly in commercial real estate projects with 200 employees where I managed a team of 4

- Led integrated lifecycle marketing and acquisition strategies across B2B and B2C segments, improving performance from first touch through retention.
- Managed digital channels (SEM, paid social, video, affiliate partnerships, email), optimizing customer lifetime value and acquisition costs through data-driven testing.
- Implemented personalized end-to-end user journeys through audience segmentation, persona development, sequential targeting, and re-engagement programs.
- Reprioritized media spend on conversion-focused tactics through rigorous audience, channel, messaging, and creative testing, driving 62% YoY acquisition growth and a 90% efficiency improvement.
- Increased product profile by 40% and inquiries by 20% through targeted campaigns; built a client-focused social community that boosted engagement by over 500%.

Fisher Investments – Camas, WA**May 2015 – Dec 2019**

Fisher Investments is an independent money management firm serving private clients, small- to mid-sized businesses, and institutions globally. Where I started Fisher SMB/401k division marketing plan.

Digital Marketing Director & Strategist

- Led a cross-functional team driving end-to-end digital strategy for the firm's 401(k) business, spanning acquisition, nurture, and retention channels.
- Built a scalable roadmap for digital growth, aligning marketing technology, campaign strategy, and product positioning to increase brand visibility and drive qualified leads.
- Collaborated with sales, product, and data teams to design personalized campaigns using behavioral triggers and lifecycle segmentation, boosting mid-funnel engagement.
- Engineered go-to-market workflows that streamlined coordination between marketing, product, and compliance teams for faster campaign deployment.
- Implemented multi-channel automation across email, web, and phone (Eloqua, Salesforce), improving lead conversion and reducing manual follow-ups.
- Managed client-facing digital communications, including social media engagement and press coverage, ensuring responsive and consistent messaging.

- Built the firm's B2B social media presence and launched the first B2B email automation and nurture campaign, delivering a 105% ROI on LinkedIn campaigns.

Umpqua Bank – Portland, OR**Feb 2012 – Mar 2015**

Umpqua Bank is a regional financial holding company based in Portland, Oregon; it offers personal and business banking and wealth management services across hundreds of branches. I managed their mid-market B2B digital marketing operations

Marketing Strategist – Wholesale/Corporate Banking

- Led development and execution of brand positioning, lead generation, and communication strategies for corporate B2B marketing efforts across banking and financial services.
- Defined brand value proposition and purpose to guide positioning, corporate reputation, and storytelling across all touchpoints.
- Supported sales teams with thought leadership content and persona-aligned campaign strategies to accelerate deal cycles.
- Oversaw rebranding initiatives, including the launch of a new corporate website to drive pipeline growth and conversion.
- Spearheaded performance marketing across SEO, SEM, programmatic, email, social, and display channels.
- Built marketing automation infrastructure, including lead scoring models and buyer personas, to drive high-quality lead generation and nurture.
- Recruited and coached a high-performing marketing team aligned to revenue and pipeline goals.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Economics, California State University, Northridge, CA Leadership: 12+ years of experience hiring, coaching, and scaling high-performing marketing teams