

Carlos Martínez López
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Work Experience:

- **Growth & Revenue Deputy Director | Finsus (March 2024 – current)**
 - Reduction of CAC by approximately 50%
 - Improvement of funnel conversion by approximately 52% through the development of a Customer Journey.
 - Development of a referral program that increased daily user acquisition by 40%, while maintaining incentive alignment.
 - Increase of approximately 76% in back-to-back credit placement.
 - Creation of marketing campaigns that reduced the cost per Mexican peso invested from \$0.02 to \$0.001.
- **Business Intelligence Analyst (December 2022 – March 2024) | RUUT (acquired by Finsus)**
 - As a founding team member and full-time Analyst in Operations, I have collaborated with Co-founders and the Head of Operations to analyze user behavior, transactions, and usability, providing critical financial insights. I supported the Product and Growth teams, participated in research projects, and generated technical content for Marketing. Our team, backed by 500 Global (batch 19') and 99 Startups, successfully developed an app from concept to over 10,000 users. We empower Mexicans to build wealth by investing in the U.S. stock market.
- **Investment Banking (2024) | Tecnológico de Monterrey**
 - Program focused on strategies for accessing capital and financing for companies through financial markets and institutions, emphasizing investment banking. Training in the evaluation and execution of financial transactions, capital structuring, risk analysis, and financial ethics. Prepared for applying financial theory to real-world practices, with skills in analysis and decision-making for financial and corporate optimization.
- **Consulting (2020 – Current) | Tecnológico de Monterrey**
 - Create, research, and organize proposals on financial statements, marketing, and target audience in collaboration with Tecnológico de Monterrey.
 - Regional winning team with Flexi and Aeroméxico

Other involvements:

- 1st place | Tecnológico de Monterrey Western Region Business and Finance Project Competition
- 1st place | Model of United Nations

Education:

- Administración Financiera (Finance), Instituto Tecnológico de Estudios Superiores de Monterrey (2020 – 2024)
- Matemáticas Financieras (financial maths), Universidad Nacional Autónoma de México (UNAM) (2022)
- Blockchain & Money, Massachusetts Institute of Technology OpenCourseWare (MIT) (2021)

Skills:

- Spanish | Native
- English C1 | IELTS
- German B2
- JavaScript, CSS, HTML, React, Python and R
- Appsflyer and Braze
- Advanced in Excel