

PABLO PIMENTA

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Marketing professional with hands-on experience across brand development, content creation, go-to-market strategy, and market research. Comfortable handling both the strategy and the production, from brand identities and websites to short-form video. Fluent in English, Spanish, and Portuguese.

WORK EXPERIENCE

Paychex – Channel Sales Associate (February 2026 – Present)

- Achieved 125%+ of unit quota for FY26 through strategic partner marketing and consultative outreach.
- Designed brand activation kits for CPA partners, converting cold contacts into active referral sources.
- Executed multi-touchpoint CPA campaigns, driving pipeline growth and revenue contribution.
- Optimized Salesforce CRM workflows and Excel models to track territory coverage and lead quality.

Merkura Media – Founder & Lead Creative (January 2022 – Present)

- Conceptualized and delivered 4 end-to-end brand identities: strategy, visual systems, and web presence.
- Developed content strategies for Instagram and TikTok, producing short-form videos for each audience.
- Art directed release artwork for independent artists, contributing to 50K+ streams across platforms.
- Advised small business owners on marketing strategy, translating opportunities into creative solutions.

Aubury Dade – Sales Support Intern (January 2025 – August 2025)

- Researched the Latin American medical sector, mapping hospitals and clinics for targeted B2B outreach.
- Developed a Brazil go-to-market strategy for a medical device: market analysis, pricing, and promotion.

EDUCATION

Polytechnic University of Puerto Rico: School of Business Administration

- **Bachelor's Degree:** Business Administration, Marketing Major | **GPA:** 3.64 (Major)

CERTIFICATIONS

Google Ads Search Certification – Google Skillshop (Issued: Sept. 2025)

SKILLS & EXPERTISE

- **Design & Creative:** Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, XD); Figma; Canva; brand identity; short-form video editing
- **Digital & Channel Marketing:** Content strategy; campaign management; email marketing (Brevo, Mailchimp); Google Ads (Certified); Google Analytics; partner relationship management; referral pipeline development; field marketing; brand activation; CRM-driven outreach (Salesforce)
- **Research, Tools & Strategy:** Market research; competitive analysis; go-to-market strategy; B2B lead research; performance tracking; WordPress; Squarespace; Microsoft 365; Google Workspace; AI tools (ChatGPT, Gemini, Copilot)
- **Languages:** Fluent in English, Spanish, and Portuguese