



CARLOS VEGA

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BIO

Carlos is an experienced digital marketing professional with a passion for customer success and a demonstrated history of working in the entertainment industry.

He is currently a Sr. Manager, Digital Marketing at Ticketmaster and is responsible for the email consulting efforts of over 500 Ticketmaster clients ranging from small music venues to professional sports teams. He owns the product adoption and successful utilization of Ticketmaster's B2B2C interactive marketing tools, tmMessenger and tmEngage. He also leads the development of new software features and functionality and helps clients and organizations meet their marketing needs with the goal of driving more ticket sales. Carlos has vast experience in enterprise-level email service provider migrations and is skilled in Email Analytics and Best Practices, Email Campaigning, Ticketing Systems (Host, Archtics, Gingerbread's Pulse/Elevate, Intellitix), Customer Relationship Management (CRM), and enterprise-level technologies like Salesforce Marketing Cloud, Exact Target and IBM Watson Campaign Automation.

Carlos has led hundreds of client webinars and presented at numerous conferences on subjects like Data-Driven Email Marketing, Deliverability vs Delivery, Hyper-personalized Segmentation, Subscriber Management, Multi-Channel Marketing, Design, and more.

Carlos also has extensive experience working in live event coordination, marketing, and management with world-class music festivals such as Coachella, Stagecoach, HARD Fest, and Desert Trip and has held various positions with House of Blues, AEG, Goldenvoice, Ticketmaster and Live Nation.

Carlos' passion for helping others inspired him to start his own Digital Marketing Agency, Lyfecycle Marketing (www.lyfecyclemarketing.com), which focuses on helping local small businesses and entrepreneurs create and maintain an online and social media presence. His Agency is now a rising leader in the Inland Empire and led to him guest lecture on Digital Marketing at universities like East Los Angeles College (ELAC) and Azusa Pacific University (APU).