

Relevant Experience

Marketing Executive

Romax Marketing & Distribution, London. B2B.

Currently 2017

Leading the development and implementation of the marketing strategy across multiple channels and platforms, working closely with the Managing Director.

Some of my tasks include:

- End-to-end execution of digital and direct marketing campaigns with the goal of increasing qualified leads, convert prospect, reactivate and retain clients
- Testing and tracking the success of digital and direct marketing campaigns
- Coordinating with the team of graphic designers and data professionals, and the SEO Agency
- Managing the marketing budget
- Setting and reporting KPIs to highlight the ROI
- Improving and maintaining the website (WordPress and HTML) and implement HubSpot CRM.

Key Achievement:

- Increased qualified leads by 50% in less than six months
- Increased campaign response by 80%

Marketing Executive.

Skoolbo UK, London. Gaming. B2B & B2C.

May 2016 – December 2016.

I worked on the end-to-end execution of campaigns for brand recognition, acquisition, retention and reactivation goals across online platforms targeting multiple countries, including the UK, the US, CA, NZ and Australia. Working closely with the COO

Some of my tasks include:

- Digital media campaigns to increase users and their lifetime value.
- Testing and tracking the success of digital and direct marketing campaigns
- Product management developing in coordination with team of developers
- CRM conversion cycle.

Key Achievement:

- Managing launching three apps in multiple territories.

Founder. BePokerPlayer. Gaming.

August 2013- December 2014

BePokerPlayer was an online multiplayer game project, which development was coding in HTML5 from scratch for the Facebook Platform.

I create the game with a co-founder and a team of four developers and two graphic designs.

My role involved a series of tasks, some of them were:

- **Product management:** Creating the Game Design Document, which included the game story, flow and key motivators (gamification)
- **Project management:** Defining project scopes, create timelines, set tasks, resources and budgeting. Coordinate subcontractors and suppliers from contract to delivery. Delivery correct level of quality, on time and within budget
- **Research consumer markets,** Monitoring market trends, Identifying potential areas in which to invest based on consumer needs and spending habits, Product pricing and analysis to increase profitability
- **Marketing strategy:** Brand creation for new products, finding early users, Social media, lead generation database
- **Business development:** Present the project to investors.

Key Achievement:

- Raised money to create the prototype
- Prototype - Stage 1.

Marketing Consultant.

Spain-Chile. B2B

Sept 2011- March 2016

Core Objectives

Developing and executing Marketing Campaigns for B2B and B2C companies, which included, social media management, web development, SEO, Email Marketing among others.

Some clients were gaming and gambling companies, ecommerce, universities and retailers.

Key Achievement:

- increased leads by 400%
- trained +250 entrepreneurs

Content Writer & Community Manager.

PokerStars. Gambling.

May 2011- June 2014

Core Objectives:

- Content creation aiming to increase the female users
- Community management for social media
- PR on live tournaments (Spain).

Scope: Spain and Latam market reporting to PokerStars-UK.

Head of Promotions (Marketing).
Poker Sapiens. Spain. Gambling.
2009-2011

Leading the development and implementation of the marketing strategy across multiple channels and platforms.

Some of my tasks include:

Creating of weekly online and offline marketing campaigns focus on acquisition, re-activation and retention of users in an online poker school.
Working with Poker operators to set up the online tournaments.

Key Achievement

- Increased new number of new users by 500%.
- Growth online community by 300%.
- Reduce cost per acquisition by 20%.

Others roles

Marketing Assistant. GTA Systems. Spain. B2B. *2008-2009*

Account Manager. Citibank Spain. Spain. B2C. *2007*

Sales Consultant. NTR Global. IT services. Spain. B2B *2005-2006*

Market Analyst. Chamber of Commerce of Chile in Spain. *2000-2004*

Education

2009 **Industrial Organisation Engineer degree.** Cataluña Polytechnic University. Spain.

2000 **Marketing Master Degree.** EAE Business School. Spain.

1999 **Industrial Civil Engineer – Management degree.** Bío-Bío University. Chile.

Technical Skills

Project Management

Microsoft Project

Web development - HTML

Web development – WordPress

A/B testing

Gamification

CRM - HubSpot

Google Analytics

Microsoft Office (Word, Excel, PowerPoint)

PPC- Google Adwords - Bing

Facebook Ads

email marketing - MailChimp

Canva.com – Design

Content writing

Social media management

SEO – Basic

Languages

English: Fluent (C1)

Spanish: Native speaker.