



PROFILE

Digital marketing manager, with extensive experience in digital transformation processes and omnichannel customer experience.

Demonstrated leadership skills with multidisciplinary teams. Proven experience in the definition and implementation of action plans for cost reduction and ROI improvement.

Strong marketing and business acumen, digitally savvy. Used to work in multinational environments with international teams using English as the main language.



EXPERIENCE

DAVID GUAL

Digital Marketing Director

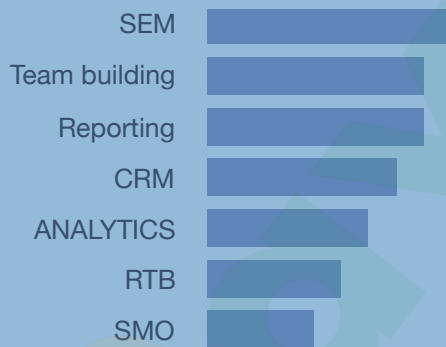
CONTACT INFORMATION

david.gual@gmail.com

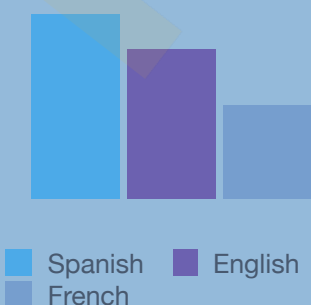
linkedin.com/david.gual

608 43 54 56

SKILLS



LANGUAGES



2015 **DIGITAL MARKETING DIRECTOR – DEC 2015 - CURRENTLY** COMPANY NAME – Madrid, Spain

I am currently running the Digital department of a multinational in the financial sector.

Achievements:

- ✓ Digitalization of the company, transition from an essentially offline culture to an online mindset
- ✓ Creation of a Digital team of 15 people (SEM, SEO, CRM, Social, Analytics)
- ✓ Company ROI increase by 18%
- ✓ Integration of omnichannel user experience (offline / online)
- ✓ 15,000 followers on social networks (facebook, LinkedIn)
- ✓ 95% customer satisfaction ratio, made visible through reviews aggregators (Ekomi)

2012 **DIGITAL MARKETING MANAGER – MAR 2012 - NOV 2015** COMPANY NAME – Madrid, Spain

Head of Digital Marketing for a Spanish company in the food industry.

Achievements:

- ✓ Increased Google Ads ecommerce ROI by 30%
- ✓ 25% Email Marketing sales increase
- ✓ Achieved 93% positive reviews on aggregators (Ekomi)
- ✓ Reached 50K facebook community followers in less than 2 years
- ✓ 35% market share growth in EMEA region.

2010 **SEM EXPERT – DEC 2010 - FEB 2012** COMPANY NAME – Madrid, Spain

SEM Specialist for International Digital Marketing Agency (Google Certified Partners)

Achievements:

- ✓ Improved Google Ads account management processes
- ✓ 90% client base Google Ads ROI increase

HIGHER EDUCATION

2007 **MASTER DEGREE IN DIGITAL ADVERTISING – JAN 2007 - OCT 2010** IE (INSTITUTO DE EMPRESAS) – Madrid, Spain

Final paper: Attribution models measurements of online channels over offline sales

2002 **SOCIOLOGY DEGREE – FEB 2003 - DEC 2006** COMPLUTENSE UNIVERSITY – Madrid, Spain