

CURRICULUM VITAE

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PROFFESIONAL EXPERIENCE

- April 2017 – Present: **DIGITAL MARKETING & PROGRAMMATIC MARKETING MANAGER** at **ACCENTURE INTERACTIVE**
- September 2016 – April 2017 (8 months): **HEAD OF DATA, MEASUREMENT & eCOMMERCE (Iberia, México & UK)** at **ROI UP AGENCY**
 - Exclusively working for BARCELÓ HOTELS
 - Territories: Europe
 - Focused on the BARCELÓ HOTELS eCommerce Performance: Paid Search, Display Advertising, Programmatic Marketing, Measurement & Optimization
 - Management of the tasks to integrate the ROI UP teams in the BARCLO HOTELS processes and to define and launch the new Paid Media Strategy for 2017
- December 2014 - August 2016 (1 year 9 months): **GLOBAL eCOMMERCE & mCOMMERCE MANAGER** at **G DATA Software (HQ - Bochum, Germany)** - Living in Germany for the first nine months and in Amsterdam for more than one year. Main responsibilities:
 - Global Digital Strategy: Branding, Traffic Acquisition, Engagement & Distribution
 - Analytics and Measurement: Data Science
 - SEO Program + ASO Program
 - Display Ad/Programmatic Ad/Mobile Ad Program, Re-Targeting Program & Promotions
 - PPC Program (Paid Search, Facebook Ads, Twitter Ads, LinkedIn Ads)
 - Affiliate Program
 - Customer Retention Program
 - New User Experiences: Trial Distribution Program
 - Conversion Rate Optimization (CRO)
- August 2009 – November 2014 (5 years 4 months): **KASPERSKY LAB**
 - Feb 2013 – Nov 2014: **SENIOR DIGITAL MARKETING MANAGER** (Global Digital Marketing Organization) at **Kaspersky Lab EUROPE**
 - Jan 2012 - Jan 2013: **HEAD OF MARKETING** at **Kaspersky Lab IBERIA (Spain & Portugal)**

- Aug 2009 - Dec 2011: **eCOMMERCE & DIGITAL MARKETING MANAGER** at **Kaspersky Lab IBERIA (Spain & Portugal)**

Management, Definition, Implementation and Measurement of the Kaspersky Lab European Digital Marketing Strategy

Direct Reporting to the VP of Marketing (Europe), to the VP of Digital Marketing (Worldwide), and to the Digital Marketing Director (Europe)

Focused on the Kaspersky Lab strategic needs, on the improvement of the Kaspersky Lab Brand Awareness, on the acquisition of Qualified Traffic in order to drive the right audience and users to the Kaspersky Lab eStores (and at the right time), and on CRO (Conversion Rate Optimization)

- November 2007 – August 2009 (1 year 10 months), **ONLINE MANAGER** at **GLOBALIA**, most important Travel Group in Spain, where I worked as Responsible for the definition, implementation and measurement of the **AirEuropa.com** and **HalconViajes.com** Digital Strategy. Main responsibilities:

- Traffic Acquisition (SEO and PPC)
- Branding (PR, Display Advertising Campaigns – Media Planning, Promotions, Collaboration Agreements...) + Re-Targeting
- Social Media: SMM and SMO
- Online Sales Agreements, (Creating Partnership based on Commission, Affiliate Programs . . .)
- Cross Selling, Up Selling, and Sales Optimization (e-mailing, segmentation . . .)
- Mobile Marketing
- Measurement:
 1. Web Analytics Tool
 2. Tools to measure the performance of the activities that integrate the Strategy
 3. External Sources: Nielsen, comScore and AIMC/EGM

- March 2005 – September 2007 (2 years 7 months), I worked for **YAHOO! SPAIN** as **RESEARCH RESPONSIBLE** supporting the Marketing Department needs: Audience Analysis (Internal Tools & External Sources), and Research oriented to understand the user behaviours, experiences and expectations; as **PROMOTIONS RESPONSIBLE** (Design, Negotiation, Management and Measuring the performance of the online and offline Promotions); and as **LIAISON** between **Marketing Department and PR Department**

-Yahoo! EuroSport - Launched

-Yahoo! Go and Yahoo! OneSearch - Launched

-Yahoo! Answers event (Knowledge Marathon) - Coordination

-Yahoo! Answers - Launched

-Yahoo! Fifa2006 - Promotions

- Yahoo! Messenger VoIP - Launched
- Kelkoo Express - Launched
- Yahoo! Music Launch Event - Coordination
- Yahoo! Music – Launched

- February 2004 – February 2005 (1 year – 1 month), **PROMOTIONS RESPONSIBLE** at **COLUMBIA TRISTAR FILMS DE ESPAÑA S.A. – SONY ENTERTAINMENT**. Two main responsibilities: Advertising Campaigns oriented to promote the launch in Spain of the Movies distributed by COLUMBIA, and Promotions to support the release of the Movies, finding and closing collaboration agreements with Brands, Media, Announcers, Loyalty Programs, . . .

- *Punisher – June, 2004*
- *SpiderMan2 – July, 2004*
- *Thirteen going on thirty – August, 2004*
- *White Chicks – October, 2004*
- *Di que sí – November, 2004*
- *Christmas on the Kranks – December, 2004*
- *Bad Santa – December, 2004*
- *Spanglish – February, 2005*

- June 2003 – February 2004 (9 months), **ADVERTISING DIRECTOR** for **MERCEDES-BENZ MAGAZINE**. Mercedes-Benz Magazine was a LifeStyle Magazine, and my job was focused on the advertising agreements with main Media Planning and Media Buying companies, and with main Luxury Brands
- February 2002 – May 2003 (1 year 8 months), **MARKETING & COMMUNICATION REPOSIBLE** at **RIDOMI, Spanish Real-Estate Group**, and **DIGITAL MARKETING REPOSIBLE** for **escaparteinmobiliario.com** (eCommerce Platform owned by RIDOMI GROUP). Responsibilities:
 - To define and implement the Marketing and Communications Plan
 - To create strong databases
 - Promotions (New Houses)
 - Traffic Acquisition: Paid Search and Organic (SEO)
 - Display Ad Campaigns
 - Measurement
- August 2000 – January 2002 (1 year 6 months), **ACCOUNT MANAGER & ONLINE MEDIA PLANNER** at **NETTHINK-CARAT**, Online Media Planning and Media Buying Agency owned by **CARAT GROUP**
 - Accounts: NEC, OSIATIS, TELEFONICA, MERCURI URVAL & REAL IBERICA*

- August 1999 – July 2000 (1 year), **ACCOUNT MANAGER** at **LOOK&ENTER**, Interactive Agency
Accounts: ALLIED DOMECCQ, ALCATEL, OLIVETTI, ENDESA, G+J (Muy Interesante Magazine), MIL ROSAS (Franchise specialized on Flowers distribution) and MAJ GROUP (Jewels Group)
- March 1999 - July 1999 (5 months), **ASSISTANT** at **OLIVETTI** (Sales and Marketing Department).
OLIVETTI launched a new set of digital products (Laser printer, Digital Photocopier . . .) and my role during the launches was to support all the operational and tactical needs and tasks
- November 1998 - February 1.999 (4 months), **TRAINING** at the Communication Department (**141 Comunicación**) of **DELVICO BATES AGENCY**

ADDITIONAL PROFESSIONAL INFORMATION

Professor of Digital Marketing, Global Strategy, and Analytics & Measurement at:

- **IE Business School**, Executive Education
- **ICEMD**, Instituto de Formación Superior en Marketing Relacional, Directo & Interactivo (2012 to 2017)
- **ESIC**, Business & Marketing School (2008 to 2017)
- **The Valley**, Digital Business School (2013 to 2014)
- **KSchool**: Master Marketing Online, Master Analítica Web, and Programa Avanzado de Marketing Online (2010 to 2017)
- **FUNDESEM**, Business School (2013)
- **CECO**: Centro de Estudios Económicos y Comerciales (2011 to 2013)

UNIVERSITY GRADUATE

- 2.006: **Master's Degree in Data Mining and Marketing Intelligence (Digital Marketing)** – ESIC, Business and Marketing School
- 1.999: **Master's Degree in Advertising Management** - Universidad Complutense de Madrid (UCM)
- 1.998: **Degree in Advertising and Publicity** - Universidad Complutense de Madrid (UCM)

LANGUAGES

- **Spanish**: Native language
- **English**: Fluent English speaking and writing