

## CURRICULUM VITAE

**NAME:** Nacho  
**SURNAME:** Carnés Sánchez  
**D.N.I.:** 2.253.566-A  
**BIRTHDAY:** 14<sup>th</sup> of February, 1974  
**PHONE:** +34 616 410 322  
**EMAIL:** nachocarnes@gmail.com

**LinkedIn Profile:** <http://es.linkedin.com/in/nachocarnes>

**Blog:** Nacho Carnes, Ideas de Marketing, <http://nachocarnes.es/blog-marketing-online/>

## PROFFESIONAL EXPERIENCE

### • April 2017 – Present: PAID MEDIA STRATEGY & PROGRAMMATIC

#### MARKETING LEAD at ACCENTURE INTERACTIVE

- ✓ *Local Projects: ORANGE (In-House Trading Desk) & ZURICH (Launch of KLINC)*
- ✓ *International Projects: MELIA HOTELS INTERNATIONAL, AVIANCA (Off Site & On Site Personalization Project) y COSMOTE (Optimization Project: Investment, Traffic y Conversions)*

### • September 2016 – April 2017 (8 months): HEAD OF DATA, MEASUREMENT & eCOMMERCE (Iberia, México & UK) at ROI UP AGENCY

- ✓ *Mainly focused on the BARCELÓ HOTELS European Paid Media Strategy: Paid Search, Display Ad & Programmatic Ad, Measurement & Optimization*
- ✓ *Management of the tasks and roles to integrate the ROI UP teams in the BARCELO HOTELS working processes. And to define and launch a new Paid Media Strategy for 2017*
- ✓ *Additional Responsibilities: PIKOLINOS, THE STYLE OUTLETS & HI REAL ESTATE*

### • December 2014 - September 2016 (1 year 10 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. Responsibilities

- ✓ *Global Digital Strategy: Branding, Traffic Acquisition, Engagement, Distribution & Retention*
- ✓ *Analytics & Measurement: Data & Attribution*
- ✓ *SEO Program + ASO Program*
- ✓ *Paid Media: Paid Search, Display Ad, Programmatic Ad, Mobile Ad, Paid Social, Re-Targeting Program & Promotions*
- ✓ *Affiliate Program*
- ✓ *Customer Retention Program: eMailing, SMS, IPM & IPP*
- ✓ *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 Marketing VP (Europe) & Digital Marketing VP (Worldwide)

- ✓ *Branding: Display Ad, Programmatic Ad, Promotions + Re-Targeting*
- ✓ *SEO + UX Program*
- ✓ *Paid Search Program: Acquisition of Qualified Traffic in order to drive the right audience and users to the Kaspersky Lab eStores*
- ✓ *Sales Optimization: Affiliate Program, Marketplaces, . . .*
- ✓ *Social Media: SMM & SMO*
- ✓ *Customer Retention Program: Retention eMailing, Cross-Selling, Up Selling, IPM & IPP*
- ✓ *New User Experiences: Trial Distribution Program*
- ✓ *Integration of Mobile in the Global Strategy*
- ✓ *Advanced Measurement: Attribution & Contribution*

• **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: Responsibilities:

- ✓ *Branding: Display Ad (Media Planning), Promotions & Collaboration Agreements + Re-Targeting*
- ✓ *Traffic Acquisition (SEO and PPC Campaigns)*
- ✓ *Affiliate Program*
- ✓ *eMail Marketing: Cross Selling y Up Selling*
- ✓ *Social Media: SMM & SMO*
- ✓ *Online Sales Agreements, (Creating Partnership based on Commission, Affiliate Programs . . .)*
- ✓ *Measurement: Web Analytics Tool, Ad Server & External tools like 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 **PROMOTION RESPONSIBLE** (Design, Negotiation, Implementation, Management and Measuring the performance of the online and offline Promotions); and as **LIAISON** between the Marketing Department & the 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), PROMOTION RESPONSIBLE at COLUMBIA TRISTAR FILMS (SONY ENTERTAINMENT).** Focused on two 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 (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 RESPONSIBLE at RIDOMI, Spanish Real-Estate Group, & DIGITAL MARKETING RESPONSIBLE for escaparateinmobiliario.com** (eCommerce Platform owned by RIDOMI GROUP). Responsibilities:

- ✓ *Definition and implementation of the Marketing and Communications Plan*
- ✓ *To create strong databases*
- ✓ *New Promotions*
- ✓ *Traffic Acquisition: Paid Search and SEO*
- ✓ *Display Ad*

✓ *Measurement*

- **August 2000 – January 2002 (1 year 6 months), 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 DOMECQ, 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 launching 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 the DELVICO BATES Agency**

## **ADDITIONAL PROFESSIONAL INFORMATION**

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

- ✓ **IE Business School** – Executive Education
- ✓ **ESIC**, Business & Marketing School – (2008 to 2019)
- ✓ **Universidad Francisco de Vitoria (UFV)** – (2017 & 2018)
- ✓ **ICEMD** – (2012 to 2019)
- ✓ **KSchool** – (2010 to 2019)
- ✓ **adigital**, digitalXborder Program – (2018 & 2019)
- ✓ **ESADE**, Digital Business School – (2018)
- ✓ **The Valley**, Digital Business School – (2014)
- ✓ **FUNDESEM**, Business School – (2013)
- ✓ **CECO** – (2011 to 2013)
- ✓ **CESMA**, Business School – (2014 to 2016)

## **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