

NACHO CARNÉS SÁNCHEZ

PROFILE

A confident and highly organized SENIOR MARKETING ADVISOR, LECTURER & SPEAKER with an overall experience of more than 20 years mainly in Offline & Online Advertising, Marketing & Digital Marketing, Digital Strategy & Data Strategy, Research Marketing, eCommerce, Paid Media, Inbound Marketing, Measurement, and Investment Optimization, that worked for multinational companies within multicultural environments.

Specialized in Digital Transformation, Digital & Data Strategy, and in implementing the right MarTech and AdTech tools, with the abilities to adapt to new environments and manage major projects. Excellent organization, team, and time management, with good communication skills in English and Spanish, and holding multiple degrees and professional certifications from recognized universities.

Seeking company requiring bold and competent leadership, bringing years of professional experience, to build business, facilitate operations, drive revenue growth, and maximize profits.

WORK EXPERIENCE

CITY SIGHTSEEING WORLDWIDE

Head of Digital Marketing

Mar. 2022 – Jan. 2023

City Sightseeing Worldwide is the world's leading Open-Top Bus Tour Operator: 6 Continents, 35 Countries, 140 destinations.

- Direct reporting to the CEO and working closely with the IT Department.
- Definition and implementation of a Growth Strategy aimed at recovering the "unearned" during the two years of pandemic.
- Optimization of the previous Paid Media Program.
- Launch of a Worldwide SEO Program in two languages.
- Definition and implementation of a Content Generation Program, creation of the City Sightseeing Blog, and launch of its first Inbound Marketing Strategy.
- Management of the implementation of a Consent Management Platform.

B4BIND™

Senior Executive Advisor

Jan. 2021 – Feb. 2022

B4BIND is a Strategic Consultancy offering Technological and Strategic Advice to Start-Ups and Medium-Sized Companies.

- Directly reporting to the CEO.
- Management of different kind of projects aimed to help companies to Improve Brand Awareness, Build Revenue, Optimize Resources, Accelerate Growth or Develop Business & Data Strategy, in EU & LATAM.

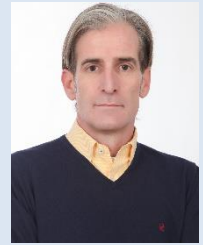
ELIXINOL GLOBAL (EXL)

Marketing Director (EU & UK)

Nov. 2019 – Nov. 2020

Elixinol is a Global Consumer Brand with products in multiple cannabis verticals, including CBD Based Supplements and Skincare, Hemp Food and Medical Cannabis.

- Direct reporting to the CEO.
- Launch of a new line of CBD Products: CBD Bath, Beauty and Skincare Products.
- Management of the implementation of the CRM Microsoft Dynamics 365.
- Management of the migration to the Magento CMS.



CONTACT

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✉ nachocarnes@gmail.com

SOCIAL

in <https://www.linkedin.com/in/nachocarnes/>

📷 nachocarnes

LANGUAGES

- Spanish (Native)
- English (Fluent)

KEY SKILLS

- Results Oriented
- Strategic Thinker
- Leadership
- Good Communication
- Planning & Organizational Skills
- Assertive & Adaptability
- Problem Solver
- Business Strategy
- Motivating Team Members
- Detail Oriented
- Team Management
- Self-Motivated

ACCENTURE

Senior Digital Marketing Manager Apr. 2017 – Nov. 2019

- Lead of Programmatic Marketing, Innovation and Thought Leadership, and LIAISON between Accenture Interactive Iberia and the Accenture Interactive Innovation Center located in Sophia Antipolis (France) - **Dec. 2018 – Nov. 2019**
- Paid Media Strategy & Programmatic Marketing Lead - **Apr. 2017 – Nov. 2018**

Local Projects: ORANGE (Creation of its In-House Trading Desk), ZURICH (Strategic Planning and Launching of KLINC in Spain) and MELIA HOTELS (launch of first Programmatic DOOH Pilot in Spain, with MELIA First-Party Data activation).

International Projects: AVIANCA (Off Site and On-Site Personalization Project) and COSMOTE (Traffic and Conversions Optimization Project).

OTHER EXPERIENCE

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|---|-----------------------|
| • Head of Data & eCommerce at ROI UP Agency | Sep. 2016 – Apr. 2017 |
| • Global eCommerce Manager at G DATA | Dec. 2014 – Sep. 2016 |
| • Senior Digital Marketing Manager at Kaspersky Lab | Aug. 2009 – Nov. 2014 |
| • Digital Marketing Manager at Globalia | Nov. 2007 – Aug. 2009 |
| • Research & Promotions Responsible at Yahoo | Mar. 2005 – Sep. 2007 |
| • Promotions Manager at Columbia Tristar Films | Feb. 2004 – Feb. 2005 |
| • Advertising Director at Mercedes-Benz Magazine | Jun. 2003 – Feb. 2004 |
| • Marketing & Communication Responsible at escapareinmobiliario.com | Feb. 2002 – May 2003 |
| • Media Planner at Netthink-Carat, Digital Agency owned by Carat | Aug. 2000 – Jan. 2002 |
| • Account Executive at Look & Enter | Aug. 1999 – Jul. 2000 |

LECTURER/PROFESSOR EXPERIENCE

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| • ESIC, Business & Marketing School | 2008 – 2023 |
| • Universidad Santiago de Compostela (USC) | 2020 – 2022 |
| • Universidad Francisco de Vitoria (UFV) | 2017 – 2018 |
| • Universidad CEDIM (Monterey, México) | 2019 – 2021 |
| • Universidad Sergio Arboleda (Colombia) | 2020 |
| • ESIC/ICEMD | 2012 – 2023 |
| • KSchool | 2010 – 2022 |
| • ICEX, EOI, Adigital: digitalXborder | 2018 – 2023 |
| • Skiller | 2019 – 2023 |
| • WINDUP School | 2019 – 2023 |
| • ESADE, Digital Business School | 2018 |
| • The Valley, Digital Business School | 2014 |
| • FUNDESEM, Business School | 2013 |
| • CECO | 2011 – 2013 |
| • CESMA, Business School | 2014 – 2016 |

DECLARATION

I authorize the processing of my personal data pursuant to General Data Protection Regulation (EU GDPR) 2016/679.

AREAS OF EXPERTISE

- International Marketing Management
- Business Development
- Implementing Sales & Marketing Strategy
- Sales & Marketing Management
- Project Management
- General Administration
- Data Mining
- Digital Marketing
- eCommerce Management
- People Management
- Advertising & Publicity
- Media Planning
- Communication & Publicity
- Research & Data Management
- MarTech & AdTech

EDUCATION

- 🎓 **Master's Degree in Data Mining & Marketing Intelligence (Digital Marketing)** at ESIC, Business and Marketing School 2006
- 🎓 **Master's Degree in Advertising Management** at Universidad Complutense de Madrid (UCM) 1999
- 🎓 **Bachelor's Degree in Advertising & Publicity** at Universidad Complutense de Madrid (UCM) 1998

PERSONAL

🚩 **NATIONALITY**
Spanish

🎮 **HOBBIES**
Learning & Exploring new things, Travelling, Reading