



# Jorge Mayayo

Growth Marketing | Paid Media | Account Management



Jorgemayayo.com



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Languages: English (Advanced) & Spanish (Native)

## 2021-Present: Paid Media Lead in Seacoast.app (\$COAST) Startup based on Web 3.0 and cryptocurrencies. B2B + B2C.

- ❑ CPL 3€-9€ | CPV 0,01€ | ROAS x5 | +100k€ Monthly Ad Spend .
- ❑ From 0 to 1.200 members on Telegram. Growth marketing. Creating community.
- ❑ Paid Search setup and optimization Google Ads (SEM, Youtube, Display, Discovery, Performance Max)
- ❑ Paid Social Meta Ads setup and optimization (Facebook, Whatsapp, Instagram), Tiktok Ads, LinkedIn Campaign Manager and BM.
- ❑ Programmatic Ads: Taboola, Coinzilla...
- ❑ Identification and measurement of key performance metrics with Google Tag Manager, Semrush, Google Analytics and pixels from every platform.
- ❑ Marketing Automation and Email marketing (Zapier, Active Campaign, Mailchimp).
- ❑ Marketing budget distribution and optimization.
- ❑ Lead flow management, segmentation and scoring models.

## 2021-2022 (Side Project): Growth Hacker in Decathlon.es. Marketplace. E-commerce.

- ❑ CPC 0,05€ | CTR 2% | +300k€ Monthly Ad Spend.
- ❑ Growth Marketing Funnel Strategy: (lead magnet, upselling, downselling, Product Launch Formula, Evergreen, Webinar, Direct, On Stage, Memberships...)
- ❑ Growth Hacking and A/B testing strategies across different channels: Youtube, Instagram, Whatsapp, Telegram.
- ❑ Metrics and progress to goal presentation to senior leadership.
- ❑ Team lead from 3 to 10 people.

## 2020-2022: Paid Media Lead in Letswow.ac online education accelerator and agency.

- ❑ CPL 1€-9€ | CPV 0,01€ | ROAS x5 | +100k€ Monthly Ad Spend.
- ❑ Paid Media campaign management. Social Media Strategy. Paid Social (Meta Ads), Paid Search (Youtube and SEM).
- ❑ Paid Media budget distribution and optimization.
- ❑ Identification and measurement of key performance metrics with Google Tag Manager, Semrush, Google Analytics and pixels from every platform.
- ❑ Marketing Automation and Email marketing (Active Campaign and Mailchimp).
- ❑ Managing more than 20 accounts at the same time.

## 2019-2020: Growth Hacker. Startup based on blockchain security for Government. SaaS B2B. Gataca.io ROAS 15.

- ❑ CPL 5€-20€ | CPV 0,08€ | ROAS x15.
- ❑ B2B community members on Telegram. Growth marketing.
- ❑ Growth Marketing Strategy: content and newsletter.
- ❑ Build, execute and scale across-functional marketing plan.

## 2016-2019 (Side Project): Growth Manager in "Nou Nation" YouTube Channel. Freemantle.com (UK)

- ❑ From 0 to 42K subs.
- ❑ Growth Marketing Content Strategy.
- ❑ Team lead 6 people.
- ❑ Data understanding to generate insights and solve problems.

## 2013-2019: CMO / Co-founder in The Vibe Experience Agency. B2B high ticket. Startup based on innovation and travel. Google For Startups member.

- ❑ CPL 5€-9€ | CPV 0,01€ | ROAS x100 | +100k€ Monthly Ad Spend
- ❑ ABM. Major clients: Banco Santander, Mapfre, Mahou - San Miguel. E-commerce, SaaS.
- ❑ Paid Media and Measurement. Social Media Strategy. Paid Social, Paid Search.
- ❑ Business Development strategy and execution for stakeholders.
- ❑ Investor's deck and founding strategy and implementation.

## My qualifications:

- ❖ 2019: "Google Measurement Certified Professional" issued by Google.
- ❖ 2018: Certified Member of "Google For Startups"; Madrid, Spain.
- ❖ 2015: Master of Business Administration (MBA) and Marketing – Universidad Carlos III de Madrid; Madrid, Spain.
- ❖ 2014: Specialized course of Digital Marketing – ESIC Business & Marketing School; Madrid, Spain.
- ❖ 2012: International Exchange Program in New Mexico, USA.
- ❖ 2009-2013: College Career Audiovisual Communication - Universidad Europea de Madrid; Madrid, Spain.
- ❖ 2012: C1 Certificate in Advanced English – Cambridge; Madrid, Spain.