

Jorge Mayayo Galindo

Digital Marketing: Paid Media & Growth

Languages: English (C1) & Spanish (Native)
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SUMMARY

I have 9+ years of experience in Digital Marketing and Growth, having managed large budgets (+4M year) from the strategy to the execution and always using A/B testing to accelerate growth and optimize the revenue.

Excel is one of my best friends but the truth is that I spend more time hanging out with Hubspot in order to better understanding insights and performance. My family is composed by Google Ads, Youtube Ads, Microsoft Ads, Facebook (Meta) Ads, LinkedIn Ads, Tiktok Ads or Twitter Ads. I don't like repetitive actions so I try to automate all that I can with the CRM, Zapier, paid platforms, web, Excel and cloud. If you don't measure it well, you can't perform. So I love to have it all set in Google Analytics, Google Tag Manager and conversions of paid platforms.

During last year I have managed +2M€ ppc invest and reached a +500% in ppc revenue. 80% of the Leads we acquired were MQL. Thanks also to our automation strategy, 60% of those MQL were SQL.

In 2022 Decathlon (4M€ ppc budget) trusted on me for optimizing a digital project making a +20% in ppc revenue.

I've been fortunate to work and study in the EEUU and Spain, which brought me a strong international component. I am fluent in English and Spanish native.

EXPERIENCE

Head of Growth Marketing

Twenix.com

Jan 2023 - Present

- Demand generation through paid media campaigns: 80% from Lead to MQL
- Paid Media strategy and implementation: ROAS 5 and +500% in ppc revenue
- Marketing Automation with Hubspot and LinkedIn: 60% from MQL to SQL
- Data driven reporting through analytics and team leading through KPI and OKR management
- Partnerships management: B2C2B
- Annual budget administration and optimization (+2M€)
- Edtech B2B industry

Paid Media Consultant

Decathlon.es

Mar 2022 - Jun 2022 (4 month freelance project)

- Customer acquisition through paid media and A/B testing strategy for ecommerce and marketplace
- From ROAS 3 to 3.5 and +20% in ppc revenue
- The piece between client and agency as a third-part consultant
- Conversions through Google Tag Manager & Google Analytics
- Annual budget administration and optimization (+3.2M€)
- B2C Marketplace

Performance Manager

Seacoast.app

Jan 2021- Dec 2022 (1 year)

- Annual budget administration and optimization (+500K€)
- Account Based Marketing strategy
- Paid Media strategy and execution: Google Ads, Taboola, Meta Ads (Facebook), Tiktok Ads
- Marketing Automation with Zapier & Marketing Analytics
- CPL (B2B): 2€
- Team Lead (3 people)
- Crypto industry

Paid Media Lead

Letswow.ac

Jan 2019 - Jan 2021 (2 years)

- Youtube Ads & Facebook (Meta) Ads: demand generation through paid social strategy and execution (ROAS 6)
- Multi-Account Management (20)
- Product Launch Formula (PLF) strategy
- Email Marketing with Active Campaign & Mailchimp
- Annual budget administration and optimization (+200K€)
- Edtech B2C Industry

Digital Marketing Manager

Gataca.io

Jan 2018 - Jan 2019 (1 year)

- Build, execute and scale across-functional marketing plan
- Community building with Telegram
- C-Level reporting
- Cybersecurity & Blockchain

Paid Media Manager

Moneygram.com

Mar 2015 - Jan 2018 (2 years and 1 month)

- Annual budget administration and optimization (+200K€)
- App and Web Conversion Rate Optimization
- Paid Media strategy and execution: Google Ads, Taboola, Meta Ads (Facebook), Tiktok Ads
- Business Development: partnerships
- Data understanding to generate insights and solve problems
- Fintech Industry

Head of Marketing & Co-founder

The Vibe Experience

Jan 2013 - Mar 2015 (2 years and 2 months)

- I co-founded this startup (Entrepreneurship)
- Investors attraction: business plan, deck and elevator pitch
- Account Based Marketing for major clients: Banco Santander, Mahou-San Miguel
- B2B Paid Media strategy and execution ROAS 20
- Web CRO
- Team lead (8 people)
- Travel & Advertising

EDUCATION

- ❖ 2016: Certified Member of Google For Startups; Madrid, Spain.
- ❖ 2015: Master of Business Administration (MBA). Universidad Carlos III de Madrid; Madrid, Spain.
- ❖ 2014: Paid Media speciality course with Roberto Gamboa.
- ❖ 2014: Master 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.

SOFTWARE

- ❑ Artificial Intelligence software: Chat GPT, Zapier, Macros, Phantom Busters
- ❑ Ad Management Software: Google Ads, Meta BM, LinkedIn Campaign Manager
- ❑ Affiliate platforms: Awin, Tradedoubler
- ❑ Analytics & data software: Google Tag Manager, HTML, Google Analytics, Pixel implementation
- ❑ CRM: Hubspot
- ❑ Agile workflow softwares: Trello, Jira, Calendly
- ❑ Market Research: Semrush, Similar web
- ❑ Presentations: Google Drive suite

HARD SKILLS

- Data driven
- Negotiation
- Team management with KPI and OKR methodology.
- A/B testing

SOFT SKILLS

- Leadership from empathy and assertiveness
- Active communication
- Analytical and creative mind

MARKETING STRATEGIES

- Account Based Marketing (ABM)
- Product Launch Formula (PLF)
- Referral B2C2B
- Funnel Acquisition
- Offline > online
- Ecommerce