

IVÁN GENER GARCÍA

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Professional Profile

Highly adaptable international marketing analyst with over 4 years' experience advising international consumer brands on strategies to optimise multi-channel advertising ROI – leveraging analytical abilities, commercial acumen and account management skills. Broad skill set across digital search marketing strategy. Combines strategic and analytic skills developed in customer insights, web analytics and business intelligence.

Key Skills & Achievements

- **Digital Expertise:** Commercial experience as a freelance consultant driving growth for clients through site building, content development, SEO, SEM and E-Commerce. Broad skill set across digital search marketing strategy. Combines strategic and analytic skills developed in customer insights, web analytics and business intelligence.
- **Marketing Strategy:** Insight into best practice advertising and publicity strategies, developed through work with Media Auditors advising international clients how to maximise ROI on their advertising spend, with particular reference to digital, broadcast and out-of-home channels.
- **Analytical Skills:** Advanced data manipulation and extraction skills; in current role collates and analyses large datasets in Excel, Access, SQL and bespoke databases. Identifies trends in the data and develops recommendations for clients as to future media investment strategies. Collates findings into clear and well-argued presentations and reports. Tenacious in sourcing data for clients.
- **Account Management:** Swiftly develops strong relationships with clients to understand their business model, strategy, product ranges, competitors and target audiences. Confident delivering face to face presentations or via telephone. Track record at Media Auditors developing trusted relationships with clients at all levels from data teams to Media Managers at blue-chip clients such as Grupo Bimbo. Leverages previous experience in hospitality and customer service to remain calm under pressure so as to meet tight deadline or swiftly resolve data issues.
- **Leadership & Team Work:** Prior to working in stand-alone role in Manchester for Media Auditors, managed team of 2-3 analysts in Madrid. Combines initiative and ability to self-direct work with the interpersonal skills to develop good working relationships with offshore colleagues and clients.

Key Qualifications

- 2012 – 2013: **Postgraduate Degree, Measuring and Evaluating Communication**, International Graduate Institute (UOC), Madrid.
- 2009 – 2011: **Degree in Marketing Research & Techniques**, Universitat Oberta de Catalunya (UOC), Barcelona.
- 2005 – 2009: **Degree in Business Management & Administration**, Universitat Rovira I Virgili, Tarragona.

Experience to Date

Mar 2015 – Date: SEM Associate Analyst, Connexity. Inc. London

Ensure text ads are maximizing their reach and profitability & drive performance for company's retail partners. <http://www.connexity.com>

- Plans and conducts analysis of large volume of data sourced from a billion proprietary data points to help retailers run more effective paid search campaigns.

Oct 2013 – Dec 2014: Media Consultant, Media Auditors S.L. Madrid/Manchester

Assessing & maximising ROI on media investments for clients across Latin America. Clients include Ford, General Motors, Coca Cola, Mars, Grupo Bimbo, Grupo Modelo. <http://www.mauditors.com/es>

- Account Executive, LATAM market – covering clients across consumer goods (*Bimbo, Lala*), financial services (*Banamex, Banorte*) and automotive (*Nissan, GM*) sectors.
- Plans and conducts analysis of large volume of data sourced from *IBOPE* (Brazilian Institute of Public Opinion and Statistics), media buying agencies and clients to assess ROI of individual campaigns and make recommendations for future investments. Presents findings to clients.
- Supports business development and externalisation activities.
- Works with colleagues to improve research methodologies and advisory service to clients.

Key Achievements

- Recognised by clients for quality of analysis and understanding of their business and audience.
- Chosen to present analysis directly to keys accounts – as *Bimbo* groceries – in Mexico, on 2 occasions; a rare opportunity for a consultant at this level.
- Successfully made case for secondment to Manchester to work in an English speaking environment. Self-directs work from Manchester, covering Latin American clients' working hours.
- Worked with developers to build a master report to be used across client accounts, analysing sector specific KPIs across all media.

Mar 2011 – Sep 2013: Media Analyst, Media Auditors S.L. Madrid

Maximising ROI on media investments for clients across Latin America. Clients include Ford, General Motors, Coca Cola, Mars, Grupo Bimbo, Grupo Modelo. <http://www.mauditors.com/es>

- Plans and conducts analysis of large volume of data sourced from *IBOPE* (Brazilian Institute of Public Opinion and Statistics), media buying agencies and clients to assess ROI of individual campaigns and make recommendations for future investments.
- Works with colleagues to improve research methodologies.

Dec 2010 – Ago 2013: Digital Marketing Consultant, Freelance. Madrid

<http://ivangener.com/en/>

- Website design, content management and ongoing SEO work for the following sites:
 - www.yestodequeva.com (marketing).
 - www.ismael-garcia.es (photography).
 - www.mallorcavillaspollensa.com (property).
- Developed KPI's to measure and evaluate performance of social media for musical production - *Marta tiene un Marcapasos*.

Oct 2009 – Mar 2010: Digital Marketing Internship, QualityCourses S.L., Barcelona

<http://www.quality-courses.com/>

- Optimised digital and social marketing for this language school through SEO and SEM strategies, web design and managed Wordpress content.
- Conducted web analysis using Google Analytics to monitor activity and make recommendations to drive traffic and convert views to bookings. Maximised efficacy of page links (linkbuilding).

Additional Information

Languages

- Spanish (Native), Catalan (Native), English (Fluent).

Technical Skills

- Analytics: SQL, MySQL, Excel, Access, Google Analytics, Adwords, Pirendo, Hootsuite.
- SEO/SEM: Onsite/Offsite SEO, SERPS strategy, Panda/Penguin updates.
- E-Commerce: Content Management - Magento, Prestashop.
- Site Development & Design: HTML, PHP & CSS, Joomla, Wordpress, Filezilla.
- Design: Photoshop & Lightroom & Camera RAW.