

# IVÁN GENER GARCÍA

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[www.ivangener.com/en/](http://www.ivangener.com/en/)

## Professional Profile

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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 marketing strategy.

## Key Skills & Achievements

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- **Digital Expertise:** Broad skill set across digital search marketing strategy, developed through work at Connexity. Combines strategic and analytic skills developed in customer insights, web analytics and business intelligence. Commercial experience as a freelance consultant driving growth for clients through site building, content development, and SEO.
- **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; collates and analyses large datasets in Excel, 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, 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

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- 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

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### May 2015 – Date: **Senior Analyst, OMD International. London**

Monitoring and measuring media buying performance and value improvements for key clients across global media markets. *Clients include PepsiCo and Intel.* <http://www.omb.com>

### Mar 2015 – May 2015: **SEM Associate Analyst, Connexity Inc. London**

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

**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.
- Planned and conducted 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.
- Supported business development and externalisation activities.
- Worked 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>*

- Planned and conducted 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.
- Worked 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](http://www.yestodequeva.com) (marketing).
  - [www.suspons.com](http://www.suspons.com) (photography)
  - [www.ismael-garcia.es](http://www.ismael-garcia.es) (photography).
  - [www.mallorcavillaspollensa.com](http://www.mallorcavillaspollensa.com) (property).
- Developed KPI's to measure and evaluate performance of social media for musical production - *Marta tiene un Marcapasos* (<http://www.martatieneunmarcapasos.com>)

**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**

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**Languages**

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

**Technical Skills**

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