



(+34) 629 117 702

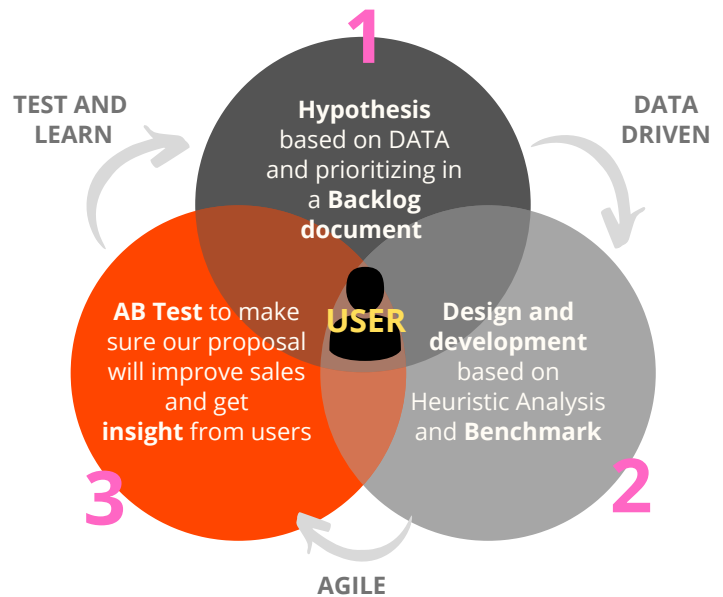
ANGELCARRERA.ES

DIGITAL **MARKETING**
PRODUCT **MANAGER**
CONVERSION **OPTIMIZATION**

Hi there! I have been optimizing and managing Internet business across a variety of Digital Marketing sectors for over 14 years.


I studied Journalism and completed two masters: "Online Project Management" and "Web Analytics". I have more than 15 years of experience which I worked for some startups and big international companies such us **Sanitas, Telepizza, Fujitsu, Línea Directa, Cigna, Mapfre, Holafly...**

Improving business from **user center methologies**:



I have had different roles throughout my career ("Head of Online Marketing", "UX Specialist", "Digital Product Manager", Brand Guardian", "DATA Specialist", "CRO" ...) Curiously, however, I have done the same in all of them. **Here are some ideas about what I could do for your company:**

- ✓ Ensure customer acquisition and retention for new products as well as definition of customer journeys.
- ✓ Build and manage a **communication channel strategy** from scratch (email marketing, social, etc.).
- ✓ Start an **innovation and digital transformation** project working with all involved teams and agencies.
- ✓ Implement best practices for **usability** and manage the **branding** which transmits the values of the company.
- ✓ Improve an e-commerce business to increase the **conversion rate**.
- ✓ **Motivate, bring teams together, manage, negotiate, communicate and passion.**

(+34) 629 117 702 
angelcarreradurio@gmail.com

Holafly

Head of Marketing & Growth

I managed the CRO, Growth and Data strategy. I also started and worked on other projects: Rebranding, CRM, Internationalization (FR - DE) and new business.

Improvement of main KPIs such as transactions and CAC as well as resolve some of customer pains.

MAPFRE

Product Manager & CRO

I launched Savia, a new disruptive health brand with goal of transforming the traditional health insurance in Spain. Base on Data Driven and Agile Metodology.

Setting up Savia to get +170,000 Euros of pipeline in his first month of life.



Product Manager & UX

Helping to product managers from Spain, UK, Asia and EEUU and working to build the PAA, a new B2B product (prevention solutions for better health).

Redesign user digital journey of the PAA and increasing the number of completed forms.



Digital Strategy & Marketing (Australia)

Designing a Marketing Plan and the online strategy to reach in greater number of students on the European Market for the School of Languages of Queensland University.

Creation of a new Marketing Plan and rebranding for expansion of the European market.



Digital Marketing & Product

I worked on the creation of the Digital Marketing as well as acquisition and loyalty products such as Elder Care of the company, known as "Sanitas Residencial".

Increase of +80% on sales, unification of guidelines, email marketing strategy creation, etc.



Multimedia Advertising Manager

Managing the implementation and strategy of a project consisting of setting up real time personalized advertising which went out from head office to every single store (900 approx.).

The occupancy rate on flights was increased and stores received more users requesting information.



I have worked as a UX, UI and Front



linea directa

DOMĚTIKA



I have held other technical and creative roles in companies such as **Línea Directa, Anaya o Domestika.**

As a result, I can talk and negotiate with different teams involved in each project with relative ease.

I create media content

I have worked with different media outlets since 2003 such as **La razón, Diario Ya o El almanaque** writing about culture and tourism. Here are some examples:

- Ex. Tourism: <https://bit.ly/2TmZyOi>
- Ex. Culture: <https://bit.ly/3dWFNGV>

