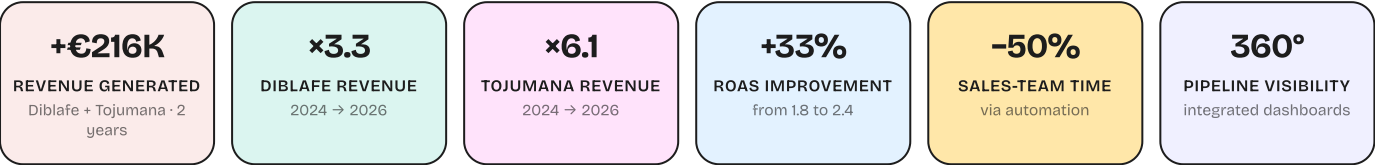


PROFILE

6+ years building and automating the system that connects acquisition, CRM and sales, with internal growth from Specialist to Manager. Specialised in marketing operations: process automation with n8n and AI, lead scoring, API integrations and real-time dashboards. I combine business vision with technical execution to build a measurable, predictable pipeline.



EXPERIENCE

Grupo Startend

SINCE JAN 2020 · 6+ YEARS

Diblafe · Insurance brokerage — Tojumana · Exclusive Adeslas agent

- Growth Marketing Manager

Diblafe · Tojumana

SINCE MAY 2024

- I designed and optimized the full acquisition-to-sales process end-to-end in B2B2C, aligning marketing and sales around the pipeline. That's how I grew Diblafe's revenue **×3.3** (from €60K to €196K) and Tojumana's **×6.1** (from €16K to €97K) in two years.
 - I automated demand-generation and nurturing flows with n8n, Zoho CRM and AI, taking friction out of the MQL → SQL → close process and cutting sales time by **-50%**.
 - I brought AI into the workflows to speed up decisions, shorten execution time and personalize nurturing at scale.
 - I built real-time integrated dashboards to measure and optimize the business (CPL, pipeline generated, CAC, LTV and ROAS), with **360°** visibility.
- Performance Marketing Specialist

Startend Marketing

JAN 2020 TO MAY 2024

- I planned and ran multichannel acquisition (Google Ads, Meta Ads, TikTok Ads) focused on generating real business opportunities, taking ROAS from 1.8 to 2.4 (**+33%**).
 - I designed the full-funnel acquisition strategy (awareness → lead → conversion) from buyer-persona and buyer-journey analysis.
 - I ran continuous A/B testing of audiences, messages and formats, using analytics to decide with data.
 - I aligned with sales on MQL → SQL and built a new lead-scoring model that improved conversion and lifted sales by **+10%**.

EDUCATION

Digital Marketing & Branding Programme
EOI Generation Spain · 2019

Master's in Tourism Management & Planning
University of Valencia · 2018 – 2019

Bachelor's Degree in Tourism
University of Alicante · American College, Cyprus · 2014 – 2018

LANGUAGES

Spanish	Native
Catalan	Native
English	Professional

TOOLS & SKILLS

