

# ANTÍA

Date of birth: 19/11/1989  
Madrid, Spain



## PROFILE

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Digital marketing professional with hands-on experience in online and mobile advertising. Team player, focused on results and passionate about new technologies. I am ambitious, enthusiastic and always eager to learn.

## EXPERIENCE

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### VERTICAL3 MEDIA

Madrid

Oct 2021 - Present

### ACCOUNT MANAGER

- Development & implementation of the entire sales process establishing strong relationships. Strategy.
- Management of current clients and partners

### NET REVIEWS

Madrid

Feb 2020 – Oct 2021

### STRATEGIC PARTNERSHIP MANAGER

- Responsible to prospect and develop Iberian market
- Help clients to increase sales, visibility & reputation
- Improve client's SEO by closing partnerships. AM

### ADMOUSTACHE

Madrid

Dec 2017 – Jan 2020

### ACCOUNT MANAGER

- Development, implementation and scalability of 2 e-commerce stores.
- PR Strategy (For AdMoustache and the e-commerce)
- Product management. KAM

### PLAYCLIPS

(From Kimia Group)

Madrid

Mar 2016 – Dec 2017

### HEAD OF AFFILIATES & PR

- Product definition and project management.
- PR strategy & definition.
- Sales & account management. Overseeing 10 international account managers

### KIMIA

Madrid

Jan 2015 – Mar 2016

### AFFILIATE MANAGER & BUSINESS DEVELOPER

- Identify market strategy and set business goals.
- Affiliate marketing: app install, UA, carrier billing, etc.
- Mobile traffic monetization based on performance.
- Responsible for publishing accounts (media buyers) and their optimization with \$1M in monthly turnover.

### ADMAN MEDIA

Barcelona

Sept 2013 – Jan 2015

### COMMUNITY & DELIVERY MANAGER

- Plan and delivery online advertising campaigns maximizing the ROI. Social Metrics Analysis
- Negotiation and placement of online advertising for branded content on Latam and Europe.

## EDUCATION

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### Madrid

Nov 2013 – Jul 2014

### UNIVERSIDAD COMPLUTENSE & ELLE MAGAZINE

- Postgraduate degree in Fashion Marketing and Comm.

### Lisbon

Sep 2012 – Jun 2013

### UNIVERSIDADE TÉCNICA DE LISBOA

- Erasmus program, Journalism.

### Madrid

Sep 2008 – Jun 2012

### UNIVERSIDAD COMPLUTENSE

- Undergrad degree in Journalism.

### Madrid

Oct 2007 – Jun 2009

### ISTITUTO EUROPEO DI DESIGN (IED)

- Undergrad degree in Fashion Design.

## LANGUAGES

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### SPANISH

Native.

### ENGLISH

Full professional proficiency.

### PORTUGUESE

Full professional proficiency.

### FRENCH

Basic level.

## SKILLS

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### Professional Skills

- Management.
- Online advertising.
- Sales.
- Mobile marketing.
- Strategy.
- Public Relations.

### Technical Skills

- CRM.
- Microsoft Office.
- PC & Mac Systems.
- Design tools.

### Personal Strengths

- Hard worker.
- Leader.
- Adapted to a fast moving environment.
- Proactive.

## ADDITIONAL INFORMATION

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- Volunteer experience with the elderly. (Amigos de los Mayores).
- Several courses related to journalism and awards.
- Passion for travelling, music and reading.
- References upon request.