

SAMUEL SESMILO BERMEJO

Head of Digital Media

Madrid

+34616911269

samuel@sesmilo.com

Skills

Web Analytics

I have wide experience of web analytics and dashboarding (Google Data Studio), particularly focused on the achievement of marketing goals (ROI, conversions, etc), using tools such as: Google Analytics, Adobe Omniture, Facebook Insights.

eCRM

I am an expert in costumer relationship management in the digital environment, carrying out client attraction, loyalty and life cycle campaigns using data management tools such as Sugar CRM, MS Dynamics along with Yesmail, Mailchimp and Smart Focus for campaign management.

eCommerce

I am responsible for the three online AS.com stores, giving me extensive experience on how to launch an on-line store, how to improve conversion rates (AB testing, basket recovery, product recommendation) and how to improve customer loyalty.

Design Programs

Photoshop, Dreamweaver

Digital marketing

I specialise in drawing up and executing digital marketing strategies. I also have nine years experience of managing marketing campaigns. I am currently highly involved in Mobile campaigns (push notification, in-app purchases, display advertising, etc.)

Summary

I am a specialist in digital marketing and digital business development. I have more than 13 years experience as an internet marketing professional, working in both national and international companies. I also founded a niche social network, Guru del Vino. My wide experience includes: running e-commerce sites, CRM, Social Media Marketing and Digital Marketing. I also lecture on Digital Marketing and have published academically, regarding social networks.

Accomplishment

I set up the AS.com Megastore, an online sports retail site, the first non-newspaper content e-commerce site within the PRISA group. I remain in charge of the project and in its second year of operation (2013) the site was the **3rd highest ranked sports ecommerce website in Spain**, with income of over **one million euros**.

As online marketing manager for AS.com, I set up an eCRM strategy, the first in the PRISA group, which now has over **one million registered users.**

I was responsible for marketing campaigns for digital products; one product achieved **150,000 visits in 10 days**, and another one was a **Trending Topic in Spain**, without using promoted tweets.

Work History

Dec 2016 - Present

Head of Digital and eCommerce

La Fórmula de Comunicación

Marketing Agency. Helping with digital transformation.

Companies such us Pernod Ricard, Hankook, Madrid Fly, JTI, L'oréal, etc.

Mar 2017 - Present

Head of Digital

Neodrinks_

Organizers of THE DRINKS SHOW & MADRID COCKTAIL WEEK

2014 - Present

Professor / Coordinator

ESIC - ICEMD / IEBS / Spain Business Scholl

Conversion Funnel, Digital Marketing Plan

Jun 2016 - 2017

Founder

MPC Creative

Internet Marketing for Pharmacies

Apr 2015 - Jun 2016

Head of Marketing

Restaurantes.com / Restalo

Marketing Plan, Business strategy, International growth

Jan 2010 - Apr 2015

Online Marketing Manager

Diario AS

As the online marketing manager for Diario AS I am responsible for designing and marketing all online projects, both online (display, SEM, email) and offline (TV, radio, print). I am also responsible for e-commerce, working in collaboration with various advertising and media agencies.

I had managed agreements and collaborations with organisations and companies such as the NBA, bwin, Samsung, EA Sports, Microsoft, among others. I am also in charge of eCRM strategy for new client capture, client loyalty and income generation. I also organise and/or collaborate in events, such as the presentation to the press of the recently launched AS Sports Club, a digital platform for sport throughout Spain.

Apr 2008 - Dec 2009

Head of Relationship Marketing

PRISACOM (Grupo PRISA)

Responsible for CRM and Social Media Marketing

Interests

Basketball, photography, travel, internet, cooking, urban garden

Working in the marketing department of Prisacom I was responsible for eCRM and Social Media, as well as the digital marketing plans of some the most important brands of the PRISA group (as.com, los40.com, cadenaser.com). I drew up the marketing plan for each of the brands, including the different social media strategies (display, SEM, affiliate marketing, viral marketing, etc.) I collaborated and reached agreements with brands such as HP, Play Station, EA Sports, Viajes Marsans, Hotusa, etc.

Jul 2007 - Apr 2008

Regional Manager

Gurú del Vino

As a co-founder of **Gurú del Vino** my responsibilities were focused on two areas: marketing and managing Spain and Latin American countries. I drew up the business plan, including the name and the brand, and was responsible for the communication strategy and client attraction.

I also worked on the business model and negotiated strategic agreements with third parties such as vinyards and Denominations of Origin.

Jan 2005 - Dec 2007

Marketing Executive

MTV Spain

As a marketing department executive I was responsible for: initial digital projects and their on-line marketing, drawing up briefings, working with advertising agencies, results monitoring, organising events with distributors such as Universal or Sony and celebrating programmes' anniversaries. I also organised merchandising production and consumer products related to programmes. I organised competitions and other customer loyalty activities. I organised the annual market research study carried out by the company.

Jul 2004 - Dec 2004

Ad sales Assistant

Paramount Comedy Channel España

Support to Ad sales department

Dec 2000 - Sep 2004

Sales Consultant

Other Companies

Sale of mobile phone products:

Working for: **El Corte Inglés**, **The Phone House**, Offi Telefonía

Feb 2009 - Feb 2009

Course

IE

Instituto de Empresa & IAB University

Oct 2008 - Feb 2009

European Senior Program

ICEMD

- Acquisition and Customer Loyalty

- Datamining & Customer Intelligence

- Customer Relationship Management

European Certificate in Database Marketing & CRM (FEDMA)

Oct 2001 - Jun 2006

Degree

ESIC Business School

Courses and others

2016

- Google Analytics Certificate - Google

- Google Adwords Certificate - Google

- AB Testing - Facebook

2011

- Comscore MyMetrix- Comscore Team

2009

- Tendency Marketing Program. "Marketing Viral y Redes Sociales" - ESIC

- Seminar on Marketing and Interactive advertising - IAB / AEA

2008

- Digital Photography (90 hrs) - IFES

- OME. Attendance at seminar on online marketing (15 hrs)

- Direct and Interactive Marketing Symposium. Josep Alet (Marketingcom) - ESIC

2007

- Online Stores (introduction and promotion). Taught by the Marketing Director at Ebay (15 hrs) - ICEMD

2006

- Designing websites. Dreamweaver MX / Photoshop / Flash - IFES

2005- Identify and fix my goals. Ideas clearly. - ESIC & Infoempleo

-Time management. - ESIC & Infoempleo

2003

- Effective Advertising - Grupo Consultores

- Bluetooth & Internet Mobile - Fundación Tripartita

Certificates



Google Analytics Certicate



AB Testing

Collaborator of



Interactive Advertising Bureu



Social Media Marketing - Ma...

