



Abril Solís Sánchez

DIGITAL MARKETING

Areas of Expertise

Account management
Business Development
Affiliates campaigns
Google advertising & analytics
Media Buying
Campaigns tracking
KPIs planning & management

Personal skills

Team builder
Commercially astute
Fast learner

Tools/Software

CMS
AdWords
Google Analytics
Clickmeter
Opticks

Languages

Spanish (native)
English (advanced)
Italian (advanced)

Personal details

Abril Solís
<http://abrilsolis.com/>
abrilss10@gmail.com
+39 392 1 77 88 44
Via Andrea Cascella
00127
Rome
Italy
DOB: 10/04/1985
Nationality: Mexican

References

Available on request

Education

Universidad Del Valle de Mexico,
BA, Marketing

Executive Summary

Successful digital advertising expert, with more than 5 years experience in an international, fast and dynamic context.

Proven ability to build, keep track and manage digital campaigns on all of the most important online channels available today.

AB testing approach, taking decisions based on facts (KPIs) rather than opinions or ideas.

Ability to work in a lean (both scrum and kanban) environment with focus on continuous planning and objectives setting.

Well networked with a natural ability in building and managing long term business relationships.

Keen to work in a continuous learning environment allowing both professional and personal improvement.

Present Work Experience

DIGITALGO SPA

Global Marketing and Customer Acquisition

Jun 2018 - Present - Rome, Italy

Managing directly digital channels such as affiliates, publishers and Google for EMEA and APAC markets, following their performances on marketing metrics as CPA, CPI, CPC, CPM and CPL.

Main Duties:

- Creation, implementation and track of the Online marketing campaigns for On-Portal and Off- Portal Channels;
- Analysis, control and monitoring of key metric results, budget and strategic goals of the regions;
- Management of multiple digital channels such as affiliates, Social Network, Google and Programmatic;
- Responsible for all contracts and agreements with affiliate partners;
- Acquisition and negotiation of new advertising deals and cooperation with relevant online media sources, as well as taking over existing contacts for further development;
- Detection, planning and development of new revenue generators, to fulfill the company goals;
- Competitor analysis to identify best practices in the market and increase sale volume, lowering the cost of user acquisition.

Main Achievements (referring to the last 18 months):

- Successfully kick started marketing in new countries;
- Considerably strengthened the relationships with the main affiliates;
- Created more than fifty new partnerships for different geos.

Past Work Experience

NEOMOBILE SPA

Customer Acquisition Manager— Rome, Italy (Mar 2017- Jul 2018)

Affiliate and Performance Partnership — Rome (Jun 2015- Mar 2017)

Marketing Specialist Mexico & Cenam - Mexico City (Mar 2014- Jun 2015)

Junior Marketing Ecuador- Mexico City (Apr 2013 — Feb 2014)

BANCO INTERACCIONES— Mexico City

Treasury and wholesale Banking Assistant (Dec 2010 — Mar 2013)

INTER-AMERICAN DEVELOPMENT BANK - Mexico City

Finance & Acquisitions Assistant (Ago 2008 - Nov 2010)