

PAULA ARANEGUI BAU

Digital Marketing Manager | UX Strategic



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ABOUT ME

Digital Marketing Manager with +10 years background in **internet business** and international environments, focus on driving Companies ROI and **performance** through digital channels.

Proven track record in **Paid Media Strategies**, Optimization and improving KPIs throughout the conversion funnel. Currently digging deeper in **Design Thinking** and **User Experience**.

ACADEMIC BACKGROUND

UX / UI Part time bootcamp

Ironhack Madrid (Oct 2019 / Today)

SEO Management Program

AULA CM (Oct 2017)

Global Senior Management Program

The University of Chicago, Booth School of Business (May / Jun 2014)

Master in Business & Marketing Management

ESIC (Jan / Oct 2004)

Laws Degree

Universidad Autónoma de Madrid (Sept 1993 / Jun 1998)

PROFESSIONAL EXPERIENCE

Cabify (Aug 2018 / Today)

Digital Marketing Coordinator EU

Increased 30% new users baseline and reduced CAC by 50% by improving tailor-made media buying strategies (based on local topics, seasonality etc) under a budget control scenario

Hawkers Group (Jan / Jul 2018)

Digital Advertising Leader

Maximized e-commerce sales and ROAS in digital media launchings for Limited Editions (such as Paula Echevarria) in EU and LATAM.

MyPininos.com (Jan / Dec 2017)

Co-Founder (e-commerce funny socks site)

Run entrepreneurial business with owned capital in retail industry (currently closed with no stock remaining).

Meetic / Match Group (Nov 2010 / Dec 2016)

Digital Media Manager

Boosted lead generation up to 25% and CPA optimisation YoY by managing digital acquisition channels.

Diximedia Digital (Nov 2008 / Nov 2010)

Digital Marketing Executive

Generated new deals revenue through Branded Content and Partnerships, up to 12% of total Sales Budget.

Grupo Vocento (Feb 2004 / Nov 2008)

Key Account Manager

Fulfilled 100% of sales goal (up to 500K yearly) by account management and new clients.