



## CONTACT

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## EDUCATION

- 2025  
ISDI
  - Growth Marketing Specialization
- 2021 - 2022  
University of Barcelona
  - Master Degree in Marketing, Branding, Digital Environment and Sustainability Management
- 2011 - 2017  
Santa Maria University
  - Bachelor Degree International Studies

## SKILLS

- Strategic Thinking
- Critical Thinking
- Problem-Solving
- Communication & Negotiation

## TECHNICAL SKILLS

- Programmatic Trading
- Web Analytics
- CRO Strategies
- Data-Driven Marketing
- AdTech Expertise
- Digital Funnels
- Customer-Centric Strategies

# ISAAC TORO

## PROGRAMMATIC TRADER & MEDIA PLANNER

## BIO

I am a passionate digital marketing professional with experience in programmatic trading, where I have built my career at the intersection of data, strategy, and creativity. Over the years, I have honed my skills in using programmatic platforms to execute impactful advertising campaigns, optimize performance, and deliver measurable business results.

## JOB EXPERIENCE

### Adsplanning Agencia de Marketing Digital

Oct 2023 - Present

#### Programmatic Trader & Media Planner

- Responsible for developing, managing, and evaluating digital media strategies.
- Create and manage programmatic, native, and other advertising campaigns across various digital advertising platforms.
- Track and analyze advertising campaign performance metrics and implement optimizations to improve results.
- Experience in Adtech: Amazon DSP, DV360, Outbrain/Amplify, Taboola, Xandr, Bidstack, Stackadapt, Equativ, Seedtag, Google ADX, Exoclick, Voluum, Adform.

### Exoclick

Dec 2022 - Sep 2023

#### Performance Media Buyer

- Media purchase for the Adperform Exogroup project.
- Traffic acquisition through the Exoclick network for the adult sector.
- Management and development of the VOD account.
- Management of PPL/PPS campaigns and user behavior segmentation based on various dimensions such as geolocation, device type, languages, browser, operating system, etc.

### The Value Factory

Jul 2021 - Nov 2022

#### Traffic Manager Jr.

- Responsible for planning, scheduling, and forecasting active email marketing campaigns in the UK, US, and Australian markets.
- Scheduling active campaigns across different databases.
- Forecasting campaigns and interpreting statistics based on email marketing KPIs (OR, ECPM, deliverability, and performance).
- Actively seeking new offers and partners.

# LANGUAGES

- English (Fluent)
- Español (Nativo)
- Catalan (Basico)

# CERTIFICATIONS

●	<b>Amazon Sponsored Ads Certification</b> Amazon	Oct 2024
●	<b>Amazon DSP Advanced Certification</b> Amazon	Sept 2024
●	<b>Amazon DSP Campaign Management Certification</b> Amazon	Jan 2024
●	<b>Display &amp; Video 360 Certification Exam</b> Google	Feb 2024
●	<b>The Complete Programatic Advertising Course 2023</b> Udemy	Jan 2023
●	<b>Marketing B2B: Tratamiento de leads B2B</b> Linkedin	Jan 2025
●	<b>Marketing B2B: Fundamentos de generación de leads B2B</b> Linkedin	Jan 2025
●	<b>Programa Generación Digital Agentes del Cambio</b> EAE Business School	Jan 2025