

Eduardo Aguirre Rodríguez

Innovative leader with 10+ years of experience delivering exceptional marketing campaigns, managing outstanding digital products, and innovative CX/UX/UI skills

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📍 Madrid, Spain

RELEVANT PROJECTS

PMO for Car Loan Payment Calculator, Scotiabank

🔗 <http://bit.ly/2Wk1WW3>

Conceptualised and developed a tool that sells car loans in three easy steps, based on UX/UI methodologies that drove double digit ROI. Worked with Prince2 and Agile framework

Top Bank on Social Media Performance

🔗 <https://bit.ly/2LGwyzr>

Awarded with the Top Retail Bank Institutions in Mexico on Facebook and Twitter publication for the best performance strategy.

Car Insurance e-commerce, Scotiabank

🔗 fiu.mx

Orchestrated a successful re-branding campaign, including budget management for marketing purposes while working under the Prince2 methodology.

Corporate Brand Identity

🔗 www.scotiabank.com.mx

Develop and manage Scotiabank global brand strategy including Setting global policy and practice for re-branding project, ensuring its application is in alignment with the bank business objectives and strategies, Developing and providing brand management guidance and tools to all Scotiabank's operations worldwide (identity system, portfolio planning tools, etc). Leading the integration/assimilation of the brand into the corporation.

Sports Sponsorship Projects

🔗 <https://bit.ly/2Ze1oIW>

Chaired the sports sponsorship programs for Scotiabank with two Mexican Football teams: Futbol Club Barcelona, Special Olympics, and the U13 youth continental club football competition. Bringing awareness to sports and contributing to education and the better off for clients and partners.

Branch Locator, Scotiabank

🔗 <http://bit.ly/2vFP5lz>

Partnered with Google in the development of a branch locator that helps on geo-targeted campaigns.

EXPERIENCE

Marketing and Design Thinking Consultant

📅 2019 - 2020 📍 Dubai, UAE

Strategic business direction consulting freelance & Design Thinking Facilitator

- Helped CEOs and founders to define their strategy and value proposition
- Empower people for creating successful business
- Used Design Thinking tools to adjust offer to real customer's needs and growth sales
- Advise for building a strong brand and show CEOs how to launch the corresponding social media campaign
- 14 new products launched thanks to specific various Design Thinking workshops created using personas, design challenge, customer's journey map, emotional journey map and prototyping
- Lead Design Thinking workshops strategically designed to:
 - Study the technology and data architecture of the client business
 - Build and prioritize DMP Use Cases, detecting needs along with pain points
 - Carry out an Audience and Profiling discovery and its optimization
 - Align different teams and end-to-end campaign's objectives

EXPERIENCE

Business and Marketing Consultant

Zeeker Solutions

📅 10/2018 - 02/2020 📍 Madrid, Spain

🌐 www.zeeker.es

Consulting services focused in innovation, Customer Experience and Marketing

- Collecting, analyzing and managing quantitative data and creating meaningful reports to drive business decisions
- Root cause analysis and uncovering core issues using data, then assisting to create new measures for the wider Zeeker team
- Recommending, developing, and implementing policies and programs that improve the customer experience
- Working with data source providers and technology teams to ensure that key decision data is accurate, automated and timely

Brand and Marketing Manager

Scotiabank

📅 02/2012 - 04/2018 📍 Mexico City

🌐 <http://scotiabank.com.mx/>

Scotiabank is Canada's international Bank and a leading financial service provider.

- Devised data-driven solutions for the upper and lower marketing funnel, establishing an integrated online-offline revenue model
- Conducted the Fintech operational model for payments and payroll, developing a digital tool for customers to contract their accounts online, bringing more than 10.000 new clients
- Managed the web site content manager, controlling a robust digital editorial calendar for the Business Units, Brand, sponsorships and joint ventures with other brands
- Led the global web-site redesign establishing a dynamic content strategy and an effective brand awareness, working closely with the business unit product managers
- Applied innovative marketing and advertising strategies based on Customer Experience, to improve the customer journey through financial services
- Grew the credit card business from zero to over 100 online applications per day through offering unparalleled value and outstanding service to build and maintain client loyalty
- Developed new clients through cold calling, regular follow up services with existing clients and effectiveness of products
- Planned, developed and executed marketing strategies for business lines, ensuring that I helped them to meet their needs by increasing revenue
- Handled allocation of CAD 100.000.000 marketing budget, monitoring project progress, advertising expenses, web development, and production services
- Promoter and a key partner for the Scotiabank Digital Transformation

Marketing Manager

Virtual Fairground

📅 12/2010 - 11/2011 📍 Amsterdam, The Netherlands

Online video game company.

- Built an online game community, centered in customer relationship increasing users by 30%
- Updated content based on findings and optimizing for SEO proposals
- Shaped a keyword strategy, analyzing keywords and analytics to deliver a competitive analysis to increase visibility and web rankings
- Led an interactive marketing campaign through social media and blogs increasing by 30% the average traffic
- Designed landing pages from graphics to content, optimizing navigability by analytics

Project Manager

Statsit

📅 10/2007 - 09/2009 📍 Kuala Lumpur, Malaysia

🌐 <http://www.statsit.com/>

STATSIT is a marketing optimisation and insights company.

- Produced copywriting for online products designed for Latinamerican markets in the USA
- Enhanced search and social data to create searchable and engaging content implementing SEO and SEM strategies
- Supervised supplier performance managing advertising materials, from development to printing
- Demonstrated ability to work in multicultural environments managing relationships with different stakeholders from six different countries

Marketing & Communications

Medtronic

📅 09/2006 - 09/2007 📍 Madrid, Spain

🌐 www.medtronic.com

Medtronic is pioneering medical company.

- Design and development of online and offline materials for the sales team
- Ensured that employees received the communication and sales instructions needed to follow practices
- Identified new advertisement channels reaching new potential clients
- Launched diverse marketing campaigns to drive revenue and repeat web visits to increase brand awareness

TRAINING / COURSES

UX/UI Expert

Ironhack Madrid 2020 -21
I can teach you about the latest tech and methodologies being used by innovative design and digital production companies.

Google Ads Measurement Cert

Demonstrated ability to measure and optimize digital ad performance using Google's measurement solutions.

Minor in Big Data & Analytics

Acquired the knowledge to be able to understand, develop and exploit the methodology of business intelligence and big data in today's environments.

Sketch. UX/UI interface Design

Trained to work in a scalable and coherent way using the Sketch tool combined with plug-ins that increase the possibilities to the maximum.

Prince2 Foundation & Practitioner

I completed my PRINCE2 training early on in my career in digital marketing and, since then, I've used the guidance in a variety of ways and across a broad range of roles.

Google Ads Search Certification

Demonstrated mastery in building and optimizing Google Search campaigns.

FinTech, information technologies and financial disruption by ITAM

Learned how to apply entrepreneurial innovation methodologies to develop new products for the financial industry.

Coaching Essentials

Trained in how to effectively coach employees, not just manage them but to create connections, increase trust, and help them to perform at their best.

Google Ads Display Certification

Experienced using Google Display to deliver results that get the most from display advertising investment.

Google Champions by Google

Awarded with the Google partners scholarship to create digital experts that can increase digital efficiency.

Leading people through change

Trained to successfully lead organisational change by understanding the different stages of concern and by doing so, adjusting my leadership style to increase buy-in and commitment.

EDUCATION

Master's Degree in Design Thinking & Customer Experience

EAE Business School

📍 Madrid, Spain

Bachelor's Degree in Advertising and Public Relations

Universidad Europea de Madrid

📍 Madrid, Spain

LANGUAGES

English



Spanish



MOST PROUD OF



Coaching as a leadership style

Demonstrated ability to manage and motivate cohesive teams that achieve results.



Reduced advertising expenses

By conceiving and executing a plan to establish in-house ad agency, saving fees and other agency related charges.



Citizen of the world

Spanish national who has lived in five different counties in four different continents. Experienced in leading multidisciplinary and cross-cultural teams in diverse locations.



AIESEC Exchange Participant, Malaysia

AIESEC is an international organization that provides young people with leadership development and cross-cultural training.



Martial Arts Practitioner and Enthusiast

I've training in different martial arts such as Aikido, Kempo Kai, Krav Maga and Raw Combat.



Gamer

Avid retro gaming collector specialized in late 80's early 90's NES games