



Carlos Ferrer Fernández

2nd

International Marketing Manager - Evaneos
Paris Area, France | Internet

Current Evaneos
Previous HolidayCheck AG, INTERNAUTO GESTION
Education EAE Business School

Connect

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connections

Contact Info

<https://fr.linkedin.com/in/carlosferrerfernandez>

Background



Summary

My goal is to pursue my career as Digital Product Marketing Manager in an International context.

I consider myself a focused and proactive professional with a strong understanding of online business KPIs.

Fluent in Spanish, French, German, English and Italian, I have experience managing complex multi-national projects with multiple senior stakeholders.



Languages

English

Full professional proficiency

German

Full professional proficiency

French

Professional working proficiency

Italian

Professional working proficiency

Spanish

Native or bilingual proficiency

Catalan

Native or bilingual proficiency



Experience

International Marketing Manager

Evaneos

January 2015 – Present (1 year 1 month) | Paris Area, France

Online Marketing at Evaneos.

Founded by travel enthusiasts in 2009, Evaneos is the first website to directly connect travellers with local travel agencies around the world. Evaneos works with 480 local agencies in more than 130 countries and has already helped more than 50 000 travellers realize the trip of their dreams.

Uber connects customers with professional drivers. Airbnb connects travellers with property owners. Evaneos connects travellers with local travel agencies!

Product Marketing Manager

HolidayCheck AG

October 2012 – December 2014 (2 years 3 months) | Paris Area, France

- Product KPI monitoring: Continuous controlling of HolidayCheck International websites (7 TLDs): Traffic, UX, CTRs and CVR. Data gathering, analysis & reporting to stake- and shareholders.

- Product Development Assessment: Analytical user-oriented consulting along the Agile Product Development process

- Key-account Management: Developing partnerships with leading Online Travel Agencies with the aim of



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3 >



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People Also Viewed



Thibault Monnoyeur

VP International Evaneos



Gabriela Medina Fossati

Responsable Marketing et Communication Evaneos.es



Eric La Bonnardiere

CEO, Evaneos



Johanna Zimmermann

Area Manager German Market bei Evaneos.com



Samy Bailly

Head of DMC network



Sarah Quatela

Country Manager Italy @Evaneos.it



Aurélie Croiziers de Lacvivier

Responsable Communication chez Evaneos.com

Yvan Wibaux
Founder Evaneos

optimizing traffic delivery and conversion rates

▼ 2 recommendations



Jesse James Woods
SEO Analyst at KAYAK

I really enjoy working alongside Carlos in our marketing team at HolidayCheck. I have had the opportunity to observe his... [View](#)



jessie gerain
Chef de produit Ecommerce

Carlos a une très bonne maîtrise de tous les outils Analytics et connaît très bien le secteur du tourisme et du ecommerce.... [View](#)

Online Marketing Manager

HolidayCheck AG



June 2009 – September 2012 (3 years 4 months) | Zürich Area, Switzerland

- Project Manager International: International projects for achieving SEO optimized travel related contents
- Online Marketing ES: Customer acquisition (SEM, affiliate Marketing), off-site SEO (link building), CRM (e-mailing, Social Media); Public Relation; B2B Account manager (product promotion among Spanish tourism entities)

▼ 1 recommendation



Matthias Papet
Chief Digital Officer & advisor

Carlos is a true international profile. From Spain, he used to work in CH before offering him a position a Paris. Always positive, involved and ready to help Carlos is a true team spirit members of your team. Unique spirit, Skilled at data analysis... [View](#)

Internship in Online Marketing

INTERNAUTO GESTION



January 2008 – September 2008 (9 months) | Barcelona Area, Spain

- CRM: Data entry, CRM tool maintenance
- Online Marketing: General assistance to Online Marketing Department



Certifications

Google Analytics Individual Qualification

Google

Starting January 2014



Education

EAE Business School

Master in Digital Business Management

2012 – 2013



Majoring in E-Commerce and Entrepreneurship: Acquired a global perspective of digital business and general understanding of industry KPIs

Universitat Oberta de Catalunya

Degree in Marketing Analysis and Techniques, Marketing

2009 – 2011



Majoring in Digital Marketing: Acquired basics of Marketing and market techniques for customer acquisition

Universitat Autònoma de Barcelona

Degree in Political Science and Public Administration, Public Management

2004 – 2008



Erasmus Programm 2008 - 2009

Universität Hamburg

Fakultät Wirtschafts- und Sozialwissenschaften

Majoring in Public Management: Acquired basics of resource management and negotiations



Skills



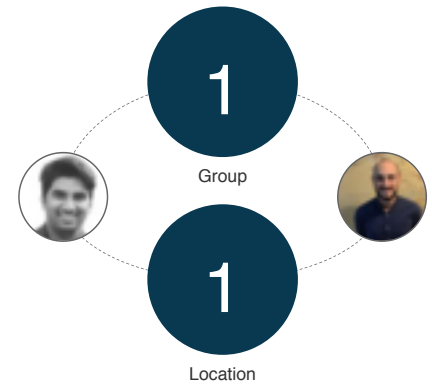
Marion Phillips
Acquisition Manager at Evaneos.com



Caroline Vandermarcq
Responsable Ressources Humaines



In Common with Carlos



People Similar to Carlos



Sabrina Villepinte 2nd
Online Marketing & e-commerce Manager - F...
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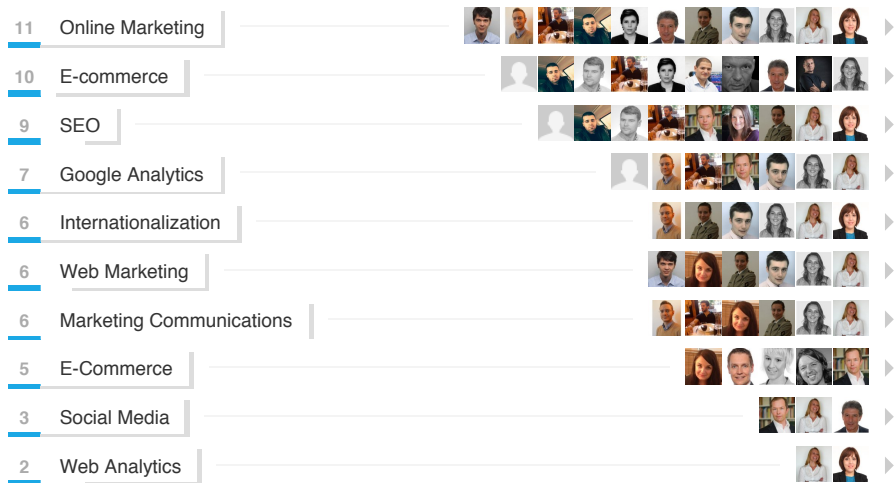
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Top Skills



Carlos also knows about...

2 Facebook 2 Online-Marketing

Recommendations

Received (3) ▾ Given (1)

Product Marketing Manager

HolidayCheck AG



Jesse James Woods

SEO Analyst at KAYAK

“ I really enjoy working alongside Carlos in our marketing team at HolidayCheck. I have had the opportunity to observe his very positive professional skills as well as interpersonal style. He is results-driven, highly analytical, a great communicator, and has significantly contributed to the successful internationalization of our online product and marketing strategy. He is... **more** ”

July 2, 2014, Jesse worked directly with Carlos at HolidayCheck AG



jessie gerain

Chef de produit Ecommerce

“ Carlos a une très bonne maîtrise de tous les outils Analytics et connaît très bien le secteur du tourisme et du e-commerce. L'habitude des milieux internationaux fait de lui un bon médiateur. Il manie 5 langues différentes, ce qui confère à son profil une dimension intéressante pour l'international. De plus, c'est un vrai plaisir de partager son bureau car la bonne humeur... **more** ”

July 2, 2014, jessie worked directly with Carlos at HolidayCheck AG

Online Marketing Manager

HolidayCheck AG



Matthias Papet

Chief Digital Officer & advisor

“ Carlos is a true international profile. From Spain, he used to work in CH before offering him a position in Paris. Always positive, involved and ready to help Carlos is a true team spirit member of your team. Unique spirit, Skilled at data analysis and dashboard, and performance analysis, Carlos is also a performant online marketer and business developer at European scale. ”

August 26, 2014, Matthias managed Carlos at HolidayCheck AG

Connections

Shared (1)



Claire Bressanges 1st

Senior Talent Acquisition at Talend

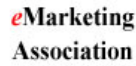
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