

EGAN STEVEN DANTIS

Google Ads | SEO | Media Buyer | Native Ads | Google Analytics | Google Tag Manager | A/B testing | Wordpress | Market Research | DV360 | SA 360 | CM360

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📍 Málaga

EXPERIENCE

Programmatic Media Buyer / Google Ads Specialist

IDB Mobile Technology

⌚ 04/2023 - 06/2024

📍 Marbella, Andalusia, Spain

MVAS and VOD Services

- Develop and execute MVAS, VOD, and display advertising campaigns on Google Ads and DSP platforms.
- Optimize campaigns for key performance indicators (KPIs) such as impressions, clicks, conversions, CPM, CPA, and ROI.
- Conduct in-depth analysis of campaign performance to identify optimization opportunities.
- Leverage audience targeting, remarketing, and bidding strategies to maximize campaign effectiveness.
- Proficiency in Google Ads, DV360, Google Analytics, Google Tag Manager, and other DSP platforms.
- Strong understanding of digital advertising metrics, analytics tools, A/B testing methodologies, and Looker Studio.
- Leveraged native advertising platforms like Taboola, Outbrain, MGID, and Revcontent to reach target audiences.

SEO Specialist & Paid Media Specialist

Elliott Wright Group

⌚ 01/2022 - 03/2023

📍 La Cala de Mijas

Real Estate, Luxury Yachts & Restaurants

- Implemented SEO strategies increasing user engagement and optimized content, keeping abreast with search engine algorithm changes.
- Executed comprehensive email marketing campaigns and optimized web copy and landing pages for search engine marketing.
- Led ongoing keyword optimization, developed link-building strategies, and performed competitor analysis for performance enhancements.
- Designed user-friendly website interfaces with standard HTML/CSS practices, significantly improving customer experience.
- Formulated and executed effective Google Ads strategies, managing PPC campaigns across platforms for maximum ROI.
- Conducted extensive keyword research, managed budgets and bids strategically for high-yielding PPC and social advertising campaigns.
- Optimized and A/B tested ad copies, developed engaging landing pages for Google Ads, ensuring a cohesive user experience.
- Managed and optimized social media advertising campaigns on Facebook, Instagram, LinkedIn, incorporating KPI tracking for performance monitoring.

SEO Specialist and Website Developer

Inmotech Team Espana SL

⌚ 03/2020 - 01/2022

📍 Marbella, Andalusia, Spain

Marketing Agency

- Led design and build of website front-end, architecture, and managed CMS technicalities, ensuring high performance.
- Directed digital marketing, overseeing database, email, SEO strategies, and social media platforms, enhancing brand presence.
- Developed, implemented, and monitored marketing campaigns, budget management, and achieved targeted KPIs.
- Conducted SEO analysis, including competitor strategies and keyword optimization, resulting in improved website traffic and service quotas.
- Prepared comprehensive reports on marketing campaign performance, SEO strategies, and presented to clients for feedback and progress.
- Stayed updated with latest tech developments, creating SEO content and link-building strategies to drive valuable traffic.

SUMMARY

I have extensive experience in digital marketing, specializing in Google Ads, SEO, media buying, and Facebook Ads. I develop and manage effective campaign strategies to drive customer acquisition and maximize lead generation through Google Ads. My SEO expertise enhances online visibility and search engine rankings, while my media buying skills involve collaborating with affiliates and media buying teams to manage ad placements across various platforms. I also run and optimize Facebook advertising campaigns to reach and engage target audiences. I conduct thorough A/B tests to optimize ad copy, landing pages, and other campaign elements for improved performance. Additionally, I implement and manage tags using Google Tag Manager to track and analyze website interactions and conversions, and I utilize Google Analytics to monitor, analyze, and report on campaign performance and website traffic. Proficient in various media buying platforms, including DV360, I manage and optimize programmatic ad campaigns. Through strategic planning, data-driven insights, and continuous optimization, I deliver exceptional results in the ever-evolving digital marketing landscape.

SKILLS

Display Video 360 Search Ads 360

taboola Outbrain MGID

Revcontent Semrush Screaming Frog

Ahrefs Wordpress Microsoft Ads

Google Ads Google Tag Manager

Google Analytics Google Search Console

Looker Studio HTML & CSS

Adobe Photoshop Adobe Illustrator

Adobe InDesign Adobe XD Figma

DSP's Google Ad Manager

Google Adsense Campaign Manager 360

LANGUAGES

English

Native



Hindi

Native



Spanish

Advanced



EXPERIENCE

Digital Marketing Executive

[Redline Company](#)

10/2019 - 03/2020 Marbella, Andalusia, Spain

Digital Marketing Agency

- Assisting website developers with SEO, Web Maintenance (Monthly hosting and web backups) web development, content management and quality control.
- Assisting digital marketing manager with PPC and SEO reports.
- Reviewing and analyzing client sites for areas that can be improved and optimized.
- Designing and maintaining social media presence.
- Launching and optimizing online adverts through Google AdWords and Facebook.
- Tracking and measuring SEO and Google Analytics metrics and providing reports.
- Researching competitors and providing suggestions for improvement in marketing strategies.
- Assisting graphic designer on several graphic design projects including banners, newsletter, logo, stationery, and forms.
- Develop a structured digital marketing plan that drives measurable pipelines and is in line with the Company's targets.
- Ensure all digital marketing activities are tracked, reported, and presented back to the business to facilitate continual learning and improvement.
- Generate weekly and monthly client reports for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.

Digital Marketing Manager

[Sports world-spain](#)

01/2014 - 09/2019 Cartama, Malaga

Sports Complex

- Developed and implemented campaigns for email, online advertising, search engines, and direct mail.
- Provide engaging text, image, and video content for all social media and professional accounts.
- Develop Implement and manage Paid social media content and strategy.
- Monitor and report on the effectiveness of social media marketing campaigns through Analytics.
- Build and execute social media strategy through research, segmentation, messaging, and audience identification.
- Designed and developed multiple websites for the company and managed them Built, implemented, and updated effective SEO strategies.
- Designed, implemented, and monitored web pages and sites for continuous improvement
- Plan and host online and offline events to create net-new sales opportunities, accelerate existing sales opportunities and deepen our existing customer relationships.
- Define a region-specific marketing plan that supports the regional sales strategy.

EDUCATION

Master of Business Administration - MBA, Product development, International Marketing

[University of Sunderland in London](#)

01/2013 - 12/2013

Master of Business Administration - MBA, Business Administration and Management, General

[Cardiff Metropolitan University](#)

01/2010 - 12/2012

Bachelor's in Business Management, Business Administration and Management, General

[St. Aloysius College, Mangalore-575003](#)

01/2007 - 12/2010

CERTIFICATION

[Fundamentals of digital marketing](#)

Google

[Digital skills : Digital Marketing](#)

Accenture

[Digital Skills- Social Media](#)

Accenture

[Google Analytics Advanced Programme](#)

Google

[Introduction HTML5 and CSS3](#)

Udemy

[Google Ads Certifications](#)

Google Ads (Google Partner)

[The Complete Link Building Course - Backlink Building 2021](#)

Udemy

[SEO 2021: Complete SEO Training + SEO for Wordpress Websites](#)

Udemy

[Responsive Web Design](#)

freeCodeCamp

[Introduction to UI and UX Design Course](#)

Codecademy