

Paula Monroy

Chief Marketing Officer and Digital Entrepreneur

23+ years of experience in EU, UK, US, Latin America. FMCG, B2C, B2B, D2C. Luxury Beverages and Books, Tech, Sports, Music, Fashion, Travel & Entertainment.

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STUDIES:

- ✓ **Master in Digital / Internet Business – ISDI Business School** (2016).
- ✓ **Master in Marketing Management – ESADE Business School** (2007).
- ✓ Advertising & PR **Bachelor Degree – UAB Barcelona University** (2004).
- ✓ Journalism **Bachelor Degree – UBA Buenos Aires University** (2002).

COURSES:

- ✓ Mobile Business + Crowdfunding + Gamification – ISDI University (2015).
- ✓ Digital Marketing Annual Training – **Optimedia**. Barcelona (2010 – 2014).
- ✓ Digital Strategies in Corporate Communications – Infopress. Barcelona (2007).
- ✓ Interpersonal Intelligence – Transforma Beyond Training. Barcelona (2006).

LANGUAGES: Spanish (Native). **English** (Pro): First Certificate (1995), 6 months at Stanton School, **London** (2000), 1 year living in NYC, London, and San Francisco. **Catalan** (Pro). Understand **French, Portuguese & Italian**.

DIGITAL SKILLS: Adwords, Analytics and Trends, Social Media Insights, Semrush, Salesforce Pardot, Social Studio (Radian6), Tableau, PowerBi, Trello, Roadmunk, Geckboard, Buffer, Microsoft Office, Canva, Keynote, iMovie, Hootsuite, Sprout, Hubspot.

HARD SKILLS: Advertising, Media planning and buying, Sponsoring Events, Marketing Communications strategy, PR & Publicity, Inbound marketing, Data Analytics, Brand Management, Social Ads, Influencers, Celebrities, UGC, UX, Automation, Performance, Customer Journey, FlyWheel, Segmentation, Competitors analysis, Social Listening, Luxury brand experience, Trade Marketing, Retail Experiences, Omnichannel, OKRs, Metaverse, NFTs, Web3, Social Media Marketing, Online Marketing, Marketing Communications, Online Advertising, E-Commerce, Email Marketing, New Business Development, Marketing Management, Brand Development, Digital Strategy, Sales Management, Product Management.

SOFT SKILLS: Empathy, Focus on results, Proactivity, Self-Motivation, Ethics, Adaptability, Assertiveness, Well-being, Creative Problem-Solving, Good sense of humour, Resilience, Vision, Leadership, Lifelong Learning, Stress management.

PROFESSIONAL EXPERIENCE:

Mar 18 – Present **CEO and CMO Board Advisor – Snackable Marketing** (Consulting) – Barcelona, Spain.

Leading different projects from luxury beverages and fashion to travel and entertainment. Leading PPC (Google Ads and Social Ads). Conversion Rate Optimization (CRO) and UX. Emailing Automation. Content Marketing. SEO. Affiliation publishers program. Loyalty program & CRM. Influencers Marketing for travel and beverages. OKRs, KPIs. B2B Trade Marketing plan for 3 countries, EU distribution survey, market research. PR & Events strategy in 4 countries. Luxury retail experiences and Direct to Consumer UX.

Achievements: B2C Ecommerce w/ avg 30% gross revenue growth per month + 200% data base growth.

Feb 20 – Nov 21 **CMO Board Advisor – Globant** (Technology / Innovation) – Remote from Spain.

Global Marketing Intelligence and Strategic advisement to the Global CMO in international. Monthly reports, Market Research, Global Content Strategy: Design and Execution. Leading a team of 4 professionals as Head of Content.

May 19 – Feb 20 **Global Head of Content Marketing – Globant** – San Francisco / Buenos Aires.

- Knowledge Management of thousands of talented employees with several areas of expertise: Artificial Intelligence,
- Digital and Cognitive Transformation, IOT, Blockchain, Cybersecurity, Mobile, Metaverse, Web3, NFTs, etc.
- Knowledge Management Program and Content Rewards Program linked to StarMeUp.
- Leading and Building a Global Team of Story hunters, Writers, Filmmakers, Content Creators and Content Curators.
- Research and Insights: Trends & Latest Highlights. Applying Artificial Intelligence (AI) to knowledge management.
- Content Distribution through Owned, Earned and Paid Media. Lead Generation through content marketing strategies.
- Monthly Newsletters and CRM through Salesforce, Pardot, Social Studio admin.
- Content Production: White Papers, Trends / Industry Reports, Data Surveys, Quick Polls, Webinars, Case Studies, Blog Posts, Articles, Columns, Bylines, Snackable Content, Podcasting, Emailings, etc.

Achievements: Global Marketing team growth from 8 to 80+ people in less than 2 years. Stock price growth from 99USD to 220USD in less than 2 years + Idea owner of Augmented Knowledge (product)

Sep 14 – Mar 18 **CEO, CMO and Founder: Sporty Heroes – Awarded Video-Content Startup** – Barcelona / New York

- Came up with this business idea. Did some research following "lean startup" methodology.

- Created the business plan, investors deck and one-pager.
- Managed to get a CTO as business partner on board and 3 European private investors.
- Managed to build an advisory board of top leaders from YouTube, Airbnb, ESADE, PWC, etc
- Lead an in-house team of 6 people with 4 sales representatives in 3 countries.
- Negotiated outsourcing deals with the main law firm in Spain and 2 top business schools.
- Contacted and had meetings with over 150 investors from US, UK, Argentina and Spain.
- Built finance plan, P&L, balance sheet, cap-table, marketing plan, social ads and Google AdWords campaigns.
- Edited our social media content calendar. Content Management.
- Project management with Trello Board; KPIs follow up on real-time with Geckoboard.
- Product development using scrum roadmap tools such as Roadmunk.

Achievements:

- Awarded by the European Union with a **100,000€ grant equity free.**
- Awarded by the Spanish Government, inviting us to represent the country with other 20 innovative startups in Silicon Valley (Spain Tech Week).
- Created an algorithm that was able to register 100 professional athletes every day per country. Managed to get paying customers in 3 countries and 2,000 athletes registered at the platform, creating video content on-demand for brands and media.
- Invited to join Google Jump Start-Up Program.

Aug 12 – Jul 14 **Marketing Professor – Abat Oliba University, Communication Postgraduate** – Barcelona, Spain.

Apr 09 – Aug 14 **Senior Director Marketing Communications – Nestlé Nespresso** (Luxury FMCG) – Barcelona, Spain.

- 5 years of Corporate Communications & PR strategies for both B2C & B2B business units.
- 3 years of advertising plan coordination: local adaptation of all media (TV, Print, OOH, Digital).
- Publicity by designing and organizing 60 creative PR actions with celebrities and local influencers in main sponsoring events (polo, sailing, tennis), Boutique Openings and in Corporate or CSR events.
- +40 press releases/year, multi-media electronic press kits, creative mailings & PR roadshows.
- **Spokesperson.** Event Scripts & Speech writing. Q&A & Media briefs for Board's interviews with media.
- Marketing monthly reports with PR & Events quantitative (ROI) and qualitative results analysis.
- Digital PR plan with bloggers and Social Media link to PR campaigns. On-line follow up.
- Crisis Communication Plan & Board of Directors' annual trainings.
- Internal Communications: Intranet edition, sustainability internal campaign, news emailing.
- Budget management. Legal contracts validation.
- Lead a team of 8 marketing professionals: 5 PR executives and 3 Media planning executives.

Achievements: 357% awareness growth in 18 months. National PR Award, Brand Marketing Award 2011.

May 06 - Apr 09 **Digital Marketing Manager – ISS Facility Services** (Premium Services) – Barcelona, Spain.

- Marketing Plan for Entertainment Division: Cross selling, emailing, sales kit design, JWT advertising campaigns.
- Corporate web site edition, annual content calendar & SEO strategy. Intranet Edition with MOSS07.
- 1 direct report.

Achievements:

- ISS Foundation launch ("Una Sonrisa Más"): 27,000 employees and 17,000 customers.
- ISS Spain Magazine Edition (Quarterly, 45,000 copies, national distribution).

Sep 03 - May 06 **PR & Media Manager – Grupo Océano** (Luxury Books) – Barcelona, Spain

- Communications plan. Publicity for book novelties. Development of Media CRM: 1200 contacts.
- Development of Digital press kits, creative promotions, and special presentations at POS.

Achievements: 400% growth in clippings and sales.

Sep 02 - Sep 03 **Marketing Coordinator - SouthWing** Bluetooth Wireless Headset – Barcelona, Spain.

Nov. 00 – May 02 **Assistant VP Marketing - The Walt Disney Co. Latin America** – Buenos Aires, Argentina

Volunteering activities: 2021: Marketing volunteer at **Submon, ESADE Solidari**; social entrepreneurship in support of **WWF**. 2011-2014: Created a rice donations program to **European Federation of Food Banks** through Nespresso Recycling system in Spain. 1993-1998: 10 days per year helping 100 families in extreme poverty at Santiago del Estero's dessert (North of Argentina) & Tigre's Delta (Buenos Aires) with **Caritas Argentina**.