

Paula Monroy

Award-winning Marketing Strategist & Digital Entrepreneur

25+ years of international marketing experience in EU, UK, US, Latin America. Industry Verticals: Luxury, Lifestyle, Fashion, Food & Beverages, Books, Tech, Sports, Music, Travel & Entertainment (FMCG, B2C, B2B, D2C).



✉ paula.monroy@me.com

📍 Buenos Aires, Argentina

☎ +54 911 4446 1865

🌐 www.PaulaMonroy.com

WORK EXPERIENCE

Fractional CMO and Founder Snackable Marketing

03/2018 - Present *Buenos Aires (Argentina)*

First Community of Fractional CMOs from Latam and Spain.

Achievements/Tasks

- 30% Gross Revenue Growth (B2C Travel Ecommerce).
- 200% data base growth in less than 3 months.
- 400 Hot Spots: D2C Wine launch in 4 EU countries.

Global Head of Content & Board Advisor Globant

05/2019 - 11/2021 *Bs. As. (Arg) & Girona (Spain)*

Global AI Powerhouse, IT and software consultancy firm

Achievements/Tasks

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

CMO and Founder Sporty Heroes

09/2014 - 03/2018 *Barcelona (Spain) & NYC (USA)*

Award-winning UGC and Micro-Influencers Video-Platform

Achievements/Tasks

- Awarded by the EU with a 100k€ grant equity free. Pitched to 150 investors.
- 2,000 athletes registered + 10 paying brands and media in 4 countries.

Marketing Communications Director Nespresso Spain

04/2009 - 08/2014 *Barcelona (Spain)*

Market Leader in portioned gourmet coffee

Achievements/Tasks

- 357% brand awareness growth & 200% CRM growth in 18 months (2010).
- National PR Award and Brand Marketing Award in Spain (2011).
- Co-brandings & Partnerships w/ celebrities, fashion designers, clubs, etc.

SKILLS

Omnichannel Marketing Strategy Research

OKRs SWOT Data-Driven Innovation

PR and Media Events Brand Positioning

Customer Journey Funnel Segmentation

PPC Digital Plan Influencers UGC

Social Listening Entrepreneurship AI

SEO Content Marketing CRM

Email Automation Marketing Intelligence

Multi-channel campaigns Data Analytics

CRO Social Ads

EDUCATION

Master in Digital / Internet Business (MIB) ISDI Business School

09/2015 - 06/2016 *Barcelona (Spain)*

Master in Marketing & Sales Management ESADE Business School

09/2006 - 06/2007 *Barcelona (Spain)*

Advertising Bachelor Degree Universitat Autònoma de Barcelona (UAB)

09/2000 - 05/2004 *Barcelona (Spain)*

Journalism Bachelor Studies Universidad de Buenos Aires (UBA)

03/1996 - 07/2002 *Buenos Aires (Argentina)*

LANGUAGES

English
Native or Bilingual Proficiency

Portuguese
Limited Working Proficiency

Spanish
Native or Bilingual Proficiency

Catalan
Native or Bilingual Proficiency