

# BLANCA PICHARDO

## Performance Marketing Professional

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### EXPERIENCE

Performance Marketing Specialist 07/2022

Tidio Remote

- Performance Marketing Specialist (Served as Head of Performance Interim for 9 months)
- Tidio is a customer experience tool enhanced with AI that helps businesses serve their clients efficiently (B2B SaaS Subscription Based)
- Managed Digital Marketing Channels to drive acquisition of leads and ROAS: SEM, Social and Display campaigns across different marketing platforms

Performance Account Manager 03/2017 - 07/2022

Havas Media Group Barcelona, Spain

- Managed >10M€/yr across top-performing channels in Real Estate, Education, Consumer Goods, Retail and Sporting Goods
- Led digital media planning, focusing on strategies for every stage of the marketing funnel and optimizing spend for maximum ROAS
- Execution and tracking of campaigns ensuring deliverability and results
- Conducted daily, weekly, and monthly analytics reporting, utilizing tools like Google Analytics, Datorama, and Excel for data-driven decisions. Implementing continuous optimizations and A/B testing experiments
- Presentation and defense of outcomes, learnings and further tests and changes accordingly

ECommerce - Digital Marketing Account Manager 03/2015 - 03/2017

Etailers Ecommerce S.L. Barcelona, Spain

- Magento eCommerce account management
- Online stores setting-up, promotions and integration with other platforms and processes (stock, sales, logistics...)
- SEO: Websites optimization and link building proposals
- SEM: Google Search Ads, GDN, Google Shopping
- Facebook Ads
- Google Analytics setting-up and reporting
- Email MKT: newsletters and management of databases
- Industries: Retail, Sporting goods, Consumer goods, Manufacturing, Tourism

Digital Marketing Specialist 05/2013 - 01/2015

Ixole Activa Barcelona, Spain

- Digital Project Management for Magento, PrestaShop and WordPress websites including setting-up and websites management
- Technical SEO, Content and Link building strategies
- SEM campaigns: Search and display network, Google Shopping
- Web Analytics and reporting
- Industries: Retail, Industrial, Healthcare

Team Lead - Tellers 02/2010 - 03/2012

Banco Popular Dominicano Dominican Republic

### EDUCATION

Digital marketing / eCommerce Masters 01/2012 - 01/2013

Universidad de Barcelona CETT UB Barcelona, Spain

- Digital Communication and
- Media/Multimedia (-)

### SUMMARY

Digital Advertising Professional specialized in **Performance Marketing**. Skilled in both strategy and execution. Worked for different verticals (Real Estate, B2B, Retail, SaaS, Education, etc) Data-driven decision maker. Analytical mind Accustomed to working across different projects, clients, platforms, markets and large amounts of data in general. Able to correlate Marketing results and their impact on business goals. Doing my utmost to get the best Return on Investment. Manage large budgets. High Communication Skills. Organized, Autonomous, Self-Motivated. Lifelong learner.

### LANGUAGES

English Proficient ●●●●●  
Español Native ●●●●●  
Catalán Advanced ●●●●●

### SKILLS

Full Funnel Strategy ·  
Facebook Ads · Google Ads ·  
LinkedIn Ads · Media Planning ·  
Bing Ads · Media Buying ·  
Paid Media Execution · SEM ·  
Spreadsheets · SaaS · Analytics ·  
Campaigns Optimization & Reporting  
Account Management

## EDUCATION

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Bachelor of Business Administration 01/2006 - 01/2009  
**Instituto Tecnológico de Santo Domingo** Dominican Republic

- BBA, Business Administration and Management, General (-)

## CERTIFICATES / COURSES

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The Account-Based Strategy Certification - Terminus

Google Adwords Qualified - Search Advertising

Google Ads Video Certification

Hubspot Inbound Marketing Certificate

Data-driven Planning - The Trade Desk

Twitter performance certificate

IAB Digital Marketing and Media Foundations Certification

Google Shopping Advertising

100% Programmatic - HMG

## ACHIEVEMENTS

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### Lead Gen / ABM Campaign Process

Developing and executing an ABM strategy that aligned Marketing and Sales departments, utilizing data and platform integrations to achieve a 560% high-quality leads and 656% MRR increase.

### Steady 5 years Growth for a Real Estate Client

Generated sustained growth for a major Real Estate company over five years by applying a full-funnel multichannel strategy that enhanced brand visibility while providing immediate results, this led to an increasing of the team size from 3 to 16.

### E-commerce Brand with a mix of objectives

Responsible for the advertising strategy for a leading ophthalmic brand, targeting three key objectives: boosting e-commerce sales, increasing physical store visits, and scheduling medical appointments.