

Contactar

juangomezmarketing@gmail.com

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juangomezdigital (LinkedIn)

Aptitudes principales

Marketing digital

Redes sociales

Publicidad en Internet

Languages

Spanish (Native or Bilingual)

Catalan (Professional Working)

English C1 Advanced (Full Professional)

Certifications

Introduction to Web Design and Development

Fundamentos del comercio electrónico

Big Data Foundations: Building Architecture and Teams

Database Foundations: Core Concepts

Learning NoSQL Databases

Honors-Awards

Effie Silver Social Media Campaign "#JukeLike #JukeDislike"

IAB Risk Taker Social Media Campaign "#JukeLike #JukeDislike"

IAB Silver Social Media Campaign "#JukeLike #JukeDislike"

IAB Bronze Video Interactive Campaign "Destroy Ad Nissan Xtrail"

Effie Silver Integrated Campaign "Wibe #AMiNuncaMeHaPasado"

Juan Gómez

Strategy & Creative Director / Digital Transformation / Innovation / Customer Experience

Barcelona, Cataluña, España

Extracto

Cross disciplinary professional with +20 years of experience and +10 winning awards designing brand experiences, creating advertising campaigns and leading digital transformation projects in Mexico, Spain, Portugal, France, UK, USA and LATAM.

Experiencia

Listos & Co

Digital Transformation & Innovation Speaker
septiembre de 2022 - Present (4 meses)

Alicante, Valencian Community, Spain

Seidor

Digital Transformation & Innovation Leader
enero de 2019 - Present (4 años)

Barcelona Area, Spain

- Implemented Innovation Training for Asepeyo or Mutua Universal and Digital Skills Academies for Flex and AC Marca
- * Designed Customer Experience for IESE University and Digital Marketing Plans for Flex and Labaqua Achievements
- Played a creative role in 'Gold Award SAP Business Transformation' for DAMM and 'Gold Award SAP CX' for PUIG
- Helped to generate 1'7 million euros in new business: Adare, Paez Makro Paper, IMI, GB Foods, Labaqua and IESE

Tecnológico de Monterrey

Innovation Libraries & Educational Spaces Director
enero de 2018 - diciembre de 2018 (1 año)

Monterrey Area, Mexico

- Leading the digital transformation for Libraries and Educational Spaces in TEC of Monterrey Achievements

- Generated 10-15% savings in optimization of editorial databases through digital analytics

TERAN\TBWA

Head Of Digital Creativity & Strategy

septiembre de 2014 - enero de 2018 (3 años 5 meses)

Ciudad de México y alrededores, México

- Managed creative and strategic team of 150+, ensuring activities aligned with campaign roadmaps and client needs
- Oversaw integration of driven data intelligence and social analytics in real time (Disruption Live) in the company

Achievements

- Led digital transformation growing team from 20 to 150 people and delivering a 67% increase in revenue
- Won 9 new corporate clients, including AT&T, Unefon, FUD, Grupo Fórmula, Wibe, Infiniti, FONATUR and NRFM
- Won 8 advertising awards in digital and disruptive campaigns (IAB Mx) and in effective advertising (EFFIE Mx)
- Re-positioned company from #30 to #5 among Mexican advertising companies with best digital perception (Scopen)

Principal Projects

- Led integrated campaign '#AMiNuncaMeHaPasado' for Wibe (Silver Effie award and Success Case for Google)
- Led '#DTNissan' campaign for Nissan Champions League Sponsorship (Bronze Effie for Social Media Campaign)

TEQUILA / TBWA Advertising Agency

Digital Creative Director

julio de 2013 - agosto de 2014 (1 año 2 meses)

Ciudad de México y alrededores, México

- Led a 25-strong team of tech, social and data specialists to oversee the Nissan MX and LATAM creative account

Achievements

- Led digital growth for Nissan team from 10 to 25 people and delivering a 18% increase in revenue

Principal projects

- Created innovative '#JukeLike #JukeDislike' social media campaign for Nissan Mx (Silver Effie for Social Media Campaign, Bronze IAB for Social Media Campaign and 'Risk Taker' for 'Most Disruptive Campaign')

- Created the 'Destroy Ad Nissan XTrail' for Nissan Mx (Bronze IAB for best Interactive Video Campaign)

clarus digital

Social Media Strategist

julio de 2012 - junio de 2013 (1 año)

Ciudad de México y alrededores, México

- Created digital and social media strategies for creative campaigns for multiple corporate clients

Achievements

- Onboarded Gatorade client, which delivered an additional 15% annual revenue for company

Principal Projects

- Developed social media strategies for Banamex, B Smart, Travel Pass and Marinela (Chocoroles, Canelitas...)

Capitán Briefing (empresa propia)

Entrepreneur

diciembre de 2009 - mayo de 2012 (2 años 6 meses)

Extremadura

- Led own company and a four-strong team of design people to manage creative process for different projects

Achievements

- Onboarded new clients, including Junta de Extremadura, Cáceres Public Administration and AENA

Principal Projects

- Created sustainability exhibition "Travel It" connected to social media for AENA (mention in 'Experimenta')
- Delivered graphic campaign to motivate recycling "Recicla" for Greenpeace (Gold Award in Spain Circle Creative)
- Created the PincheToys project with toys connected to Internet (Gold Award in 'Start Up Weekend' Spain)

e-Cultura Net, S.A.

Social & Cultural Creative

abril de 2000 - diciembre de 2009 (9 años 9 meses)

Madrid

- Co-ordinated creativity for e-Cultura offices: Madrid, Sevilla, Barcelona and Extremadura

Achievements

- Developed new business opportunities: cultural marketing and brand museums (Osborne)

Principal Projects

- Led design of creative spaces and projects for multiple clients: Delta Cafés, Marca Extremadura (Shortlist for Best Brand in LAUS Design Awards) and La Casa Encendida (mention in Spanish TV and El País & El Mundo newspapers)

Educación

IEBS

Master in CX Experience & Analytics, UX UI · (2020 - 2021)

IEBS

Master in Tourism Innovation and Ecommerce, Tourism and Travel Services Marketing Operations · (2019 - 2020)

Universitat de Barcelona

Master in Business Intelligence, Business/Commerce · (2018 - 2019)

Universitat de Barcelona

Master in Marketing and Commercial Direction, Marketing · (2017 - 2018)

Tecnológico de Monterrey

Postgraduate in Brand and Product Management, Marketing · (2012 - 2013)