






Enric RODRIGUEZ

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PROFESSIONAL EXPERIENCE

- Jan 2013 until now
-  **ITALIAONLINE**
-  **moqu-adv**
- Board Member at Moqu Adv. PPC Director Performance Advertising, ItaliaOnline Group (Dublin)**
Largest internet company and Adwords reseller in Italy – Moqu is part of IOL Group since 2015.
- » **Responsibility:** Grow revenues and profits for worldwide web properties by managing a team of 12 people and implementing the PPC strategy for 9 products
 - » **Project followed:** Creation of branding campaign, Promotion of an smartphone application, Implementation of subscription program, Creation and promotion of Supereva's Facebook page and blog, SEO.
 - » **Missions:** Brief, Creation of functional specifications, Website test environment, Brief of the creative and production teams, Client and Partners Relationship, Project management, International coordination, CRM
 - » **Results:** Overachievement of the targets for 2013, 2014 and 2015
- May 2011 to
Dec 2012
-  **DADA**
- Head of PPC team & Country Manager, Dada Group (Dublin, Ireland)**
International leader in domain registration, servers, website creation and Performance Adv.
- » **Responsibility:** Opening the first office in Ireland and leading the Performance Advertising team Collaborating with internal and external teams to generate adv campaigns, analyze performance and effectiveness against lead targets.
 - » **Missions:** Recruitment, PPC Strategic plan, Team management (+10), Partnership relationship, Coordination, Coaching, Analyses, Market research, Forecasting, Planning
 - » **Results:** Consolidated office in Ireland and overachievement of targets with annual records for 2011 and 2012
- Jan 2011 to
May 2011
-  **DADA**
- Online Marketing Manager, Dada Group (Dublin, Ireland)**
- » **Responsibility:** Establishing operations in Ireland for the Performance Advertising Division - Start-Up business. Online Marketing activities in order to promote our web properties worldwide and finding new partners and clients.
 - » **Missions:** Recruitment of a new team, PPC Strategic plan, Team management, Partnership relations, Coordination, Coaching, Analyses, Market research, Forecasting, Planning
 - » **Results:** Traffic in our web properties up from less than 1M uv/m to more than 40M by the end of the year.
- Jul 2010 to
Jan 2011
-  **populis**
a world of media
- Iberian & South American Market Manager, Populis (Dublin, Ireland)**
- » **Responsibility:** Grow revenues and profits for the Spanish market managing a team of 5 people and exploiting all monetization opportunities for the Spanish products
 - » **Missions:** Recruitment, Team management (+5), Coordination, Coaching, Training, Market research, Analyses, Forecasting, Planning, Partnership relations, Campaign management
 - » **Results:** Annual record of revenues and profits in 2010 for the Spanish market: +10M€ revenue.

Jan 2010 to
Jul 2010



Senior SEM Specialist, **Goadv-Populis** (Dublin, Ireland)

- » Responsibility: Grow revenues and profits for the Spanish market leading a team of 3 people
- » Missions: PPC Campaign management, Recruitment, Team management (+3), Coordination, Coaching, Training, Market research, Analyses, Forecasting, Planning, Partnership relations, Reporting, Tool creation on Excel
- » Results: Overachievement of the quarterly targets all 2010. Innovator of the year's Award.

Feb 2009 to
Dec 2009



SEM Specialist, **Goadv-Populis** (Dublin, Ireland)

- » Responsibility: Optimize the products visibility thanks to PPC campaigns (Short head and long tails on Adwords, Yahoo and Microsoft).
- » Missions: PPC Campaign management, Training, Analyses, Reporting, Market research
- » Results: Overachievement of the targets in 2009-2010

Jan 2005 to
May 2008



Draftman and Assistant Director, **Ortea de Servicios S.A.** (Barcelona, Spain)

Largest cadastral map company in Spain

- » Responsibility: Managing and coordinating the technical team and the administration team
- » Missions: Briefing to managing director, Team management (+25), Creation of functional specifications, Client Relationship, Project management.

Jun 2003 to
Jan 2005



Sales Manager, **Cobra Instalaciones y Servicios S.A.** (Barcelona, Spain)

Cobra is present in over 45 countries and offers a wide range of services to individuals and large corporations.

- » Responsibility: Manage a team of 2 sales engineers in order to maximize sales of heating systems for commercial premises and private properties
- » Missions: Briefing to Sales Director, partnership relations, team management (+2), coordination with other teams – Engineers and telemarketing.

Sept 2002 to
Jun 2003



Sales Engineer, **Cobra Instalaciones y Servicios S.A.** (Barcelona, Spain)

- » Responsibility: Selling heating systems and gas installations to private properties.
- » Missions: Briefing to Area manager, coordination with telemarketing, provide with estimates for gas installations and heating systems to customers.
- » Results: Several "Seller of the month" awards.

EDUCATION

2011-2013

MBA in ESERP Business School (Barcelona, Spain)

- » Specialization: Leadership – 1st of the MBA promotion with 9.3/10
- » Awards: 2 Dr Edward Awards:
 - In merit of achieving Best Academic record 2012-2013
 - In merit to the Final Project.
- » Additional Essays for specialization from International Universities:
 - Managing Different Cultures in the 21st Century
 - Shaping Leadership for sustainable work and FM
 - Leadership Development & Team Leadership
 - East Asian Business Culture



Certificates:

- Google Advertising Fundamentals
- Search Advertising Advance (GAP)
- Display Advertising Advance (GAP)
- Reporting & Analysis Advanced (GAP)
- Google Mobile App Analytics Certificate
- Ecommerce Analytics Course

SKILLS

IT /Software	Word Access	Pinnacle Adwords	Studio Editor	Photoshop Final Cut Express	Wordpress YSM	HTML Analytics	Powerpoint Adwords	CSS Microsoft Ad center
Languages	Spanish	Mother tongue			Catalan	Mother tongue		
	English	Fluent			Italian	Basic knowledge		

ACTIVITES

Non Profit Projects

- Animales-perdidos.org: Platform where any person can publish whether they lost or found an animal.
Facebook page with 3.3k fans: facebook.com/animalesperdidos
Twitter account with 1.3k followers: twitter.com/AnimalPerdidos
- Digitalrescues.org: New project that will be fully operational in the coming weeks/months. Whiting Digital Rescues we will be giving support to non profit animal associations that need help to expand visibility online – 100% free of charge. Support will be, but not limited to, Social Networks, website creation and Online Marketing.

Hobbies

Online Marketing, Fitness, Video and photo montage, Travel, Cooking

