

CURRÍCULUM VITAE

RUBÉN MAESTRO DEL RÍO



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EDUCATION

2015-2016 **Google Analytics and Adwords Certifications.** | Google.

2010-2011 **Master in Internet Business. MIB** | Institute for the Internet Development (ISDI).

2010-2010 **Master in Event Management** | Istituto Europeo di Design (IED).

1997-2002 **Master in Multimedia Communication** | Francisco de Vitoria University.

1997-2002 **Degree in Media Communication** | Complutense University of Madrid (UCM).

WORK EXPERIENCE

2004-Present. **Kinema Media y Comunicación. Senior Account Executive.** Development of cross-media marketing actions, integrating online with offline tools and sharing resources and budgets available. Online projects management and consulting (Web, E-commerce, Paid Search, SEO, Affiliates, Web Analytics, e-mailing, etc.) Build qualified traffic with direct-response objectives aimed at improving conversion rates, which include improvements in usability, generation of landing pages, traffic analysis and performance, test A/B, naming and tagging, RLSA, KPIs, PPC platforms, Attribution modeling and GA, etc.

2013-2015. **Gremia Proyectos y Servicios. Executive Director.** Set up the business. Business development. New clients acquisition. Recruitment. Staff and resources management. Organization of tasks, events and special services. Budgetary and financial statements control. Design of marketing and sales tools: web, presentations, social media, SEO/SEM campaigns, fairs, etc. Communication and PR with customers.

2011-2013. **Neomedia. Senior Account Executive** . Analysis of briefings and developing off/online strategies and solutions for the needs of each client. Design and development of unconventional advertising circuits in order to establish strategic alliances between brands and to cover specific needs for each type of customer and their communication and marketing needs. Supervision, collaboration and budgetary control of production. Development and optimization of online strategies: online marketing plans, SEO, SEM, SMO, usability, content, web analytics, etc. Analyzing KPIs and ROI of marketing campaigns.

2008-2013. **Blanc-hor Interservices. Account Manager.** New clients acquisition and customer management. Management of commercial teams. Developing and maintaining relationships with providers. Control and prevention of occupational risks. Recruitment, payrolls and settlements, medical leaves and occupational accidents and Tax Agency and National Insurance settlements. Administration, invoicing, collections and payments, discount lines, budgetary and financial statements control. Attending public tenders. Reporting, monitoring and negotiation of labor force adjustment plans and bankruptcy procedures.

2000-Present. **RMR. Freelance.** Study and selection of artwork and collectibles. Provenance research, valuation and order of optical and chromatographic analysis, radiological studies and handwriting, stylistic analysis, consultations with professional and specialized bodies, etc. Order of appraisals, attendance at fairs, antique shops and national and international auctions. Negotiation and Bids.

2004-Present. **Occasional Martial Arts Junior Instructor** in several gyms, sports centers and events.

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FURTHER EDUCATION

2015 **Google Fundamentals, Advanced Display and Analytics** | Google Partners Academies.
2010 **Intensive SEM, SEO and web planning course** | Digital Group.
2009 **Intensive Accounting Course** | Discovery Education.
2008 **Executive Master in Professional English** | Vaughan Systems.
2004 **Events Planning and Management Seminar** | Eventoplus.
2003 **English Language for Art, Design and Communication (Orientation to Art and Design)** | Central Saint Martins College of Arts & Design of London.
2001 **HTML, DHTML and Javascript course** | Discovery Education.
2001 **Photojournalism and Advertising Photography Seminar** | Francisco de Vitoria University (UFV).

LANGUAGES

English | High level written and spoken. Professional competence.

Italian | Intermediate Level B1 at Piccola Università Italiana.

Spanish | Mother tongue.

COMPUTER SKILLS

Google Adwords and Google Analytics | Google Adwords - Analytics Certified.

HubSpot inbound certified | Advanced.

SEO / Paid Search / DoubleClick | Specialist.

Photoshop, Illustrator and InDesign | Advanced.

Wordpress / Prestashop | Advanced.

MicroStrategy / Tableau | Advanced.

SDL tridion | Intermediate.

Programming languages fundamentals. HTML, Javascript | Intermediate.

OTHER SKILLS AND COMPETENCIES

First Aid Course Water Lifeguard course | Spanish Red Cross.

1st degree Black Belt Kenpo Karate Instructor | Royal Spanish Karate Federation (RFEK).

Yachtmaster Certification | Directorate General of Merchant Marine (Spain).

Driving license.

Full availability to travel.

Strong people skills.

Interests | Digital Communication, traveling, advertising, navigation, sports, martial arts, cinema, arts, music, events and reading.