



# THOMAS SIGNES

DIGITAL MARKETING MANAGER

Phone: +34 635 93 93 41

Area: Barcelona, Spain

Email: thomas.signes@gmail.com

LinkedIn: Thomas Signes

## ABOUT ME

With 8+ years of experience in digital marketing, I am a proactive professional ready to embrace new challenges and explore diverse verticals. Approachable, amiable team player with strong communication and organizational skills. My expertise lies in crafting result-oriented strategies that boost brand awareness, enhance customer interactions, and conversions.

## EXPERIENCE

### DIGITAL MARKETING MANAGER

Sep 2021 - Current

#### Mews - Barcelona

**Increased Lead Generation by 73% through paid channels (Google Ads, Microsoft Ads, Meta, LinkedIn).**

- Data monitoring to optimize campaigns for maximum ROI.
- Producing comprehensive reports, providing valuable insights to management on campaign effectiveness.

**Conducted SEO audits and executed optimizations, resulting in a 26% rise in lead conversion from organic search.**

- Collaborated with SEO content agency to create keyword-rich content, enhancing lead generation efforts.

**Achieved a remarkable 157% growth in email-generated leads.**

- Developed and launched compelling email campaigns, resulting in a substantial increase in lead conversion rates.

#### Mantu - Barcelona

**Establishing multichannel (SMA, SEA, and more) digital strategies for 50+ companies (B2B ; B2C). In charge of a team of 3.**

- Achieved a **40% increase in organic website traffic** within six months through data-driven strategies.
- Implemented SEA campaigns, resulting in a **20% increase in CTR and a 15% decrease in CPC.**
- Set up targeted email campaigns with automation, **leading to a 32% increase in email open rates.**
- Implemented robust tag management systems for accurate data tracking.
- Created real-time dashboards for proactive performance optimizations.
- Conducted **A/B tests** to refine customer journeys and enhance lead generation.
- Provided constructive feedback, leading to a **15% improvement in team productivity.**

#### Exoticca - Barcelona

**Solely responsible for all paid traffic sources (Google Ads, Microsoft Ads, Meta) and the budgets allocated**

- Implemented data-driven strategies, resulting in a remarkable **19.02% increase in users across 6 countries.**
- Spearheaded innovative approaches, leading to a substantial **6.45% increase in CTR.**
- Achieved an impressive **5.77% increase in ROI** through performance evaluation and proactive campaign adjustments.
- Scaled reach and impact by replicating successful strategies in new markets with optimal cost efficiency.

### DIGITAL MARKETING MANAGER

Sep 2019 - Sep 2021

### PERFORMANCE MARKETING MANAGER

Feb 2019 - Sep 2019

## LANGUAGE

English

Spanish

French

## PRO SKILLS

Digital Strategy

Lead Generation

CRM

Data

ROI Achiever

Project Management

## PER SKILLS

Strategist

Team Work

Organisation

Leadership

Solution Oriented

Results Driven

## CHANNELS & TOOLS

### CHANNELS

Google Ads | Microsoft Ads | Meta | LinkedIn  
Twitter | SEO | Emailing | Programmatic

### TOOLS

Looker | Tableau | Google Analytics  
Google Tag Manager | HubSpot | Salesforce  
Mailchimp | Asana | Jira | OpenAI

## SENIOR TRAFFIC MANAGER

Apr 2016 - Nov 2018

### Evothink Media (Start-Up) - Barcelona

- Revamped brand strategy for 5 websites, shifting focus to premium content and attracting higher-quality traffic
- Grew monthly traffic from **10M to 15M** visitors through strategic campaigns on **Facebook, Instagram, Twitter, Outbrain, Taboola, and Yahoo.**

#### **Excelled in ROI Target Management**

- Managed **\$1M marketing budget, consistently surpassing 30%-50% ROI target.**
- Achieved **40% increase in overall ROI** by streamlining campaign costs.
- Led groundbreaking campaign with **46M views**, solidifying Evothink Media's presence.
- Streamlined processes among Video Makers, Content Writers, Community Managers, and Traffic Managers.
- Managed external content writer teams, ensuring high-quality content aligned with brand objectives.
- Trained and mentored new hires in multiple departments, fostering a cohesive and productive work environment.

## EMAIL MARKETING MANAGER

Sep 2015 - Apr 2016

### Evothink Media (Start-Up) - Barcelona

- Executed successful campaigns delivering **50,000 weekly emails.**
- Achieved **31% open rate** and **19% click-through rate.**
- Optimized content for **15% conversion increase** and **50% revenue boost.**
- Maintained **95% client satisfaction rate.**
- Reduced churn by **20% and improved retention.**
- Led website launch, **increasing traffic by 40%.**
- Enhanced **user engagement by 31%.**

## EDUCATION

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### ICD BUSINESS SCHOOL

Sep 2013 - Jun 2015

#### Master's Degree (Master 2)

Digital Marketing Strategy & Business Intelligence

### DUBLIN BUSINESS SCHOOL

Sep 2012 - Jun 2013

#### Bachelor of Arts (B.A)

Business Management & Marketing Studies