

Lorenzo Solís

(+34) 655 822 133 | info@lorenzosolis.com

Work Experience



Digital Performance Marketing Manager | Just Eat

(2019 Jul – Present) - Madrid, ES.

Managing the Digital Strategy with a high focus on acquisition and retention across all channels: CRM, PPC, SEO, Social Ads, Programmatic, Affiliates, etc. Dealing every day with more than 2 Million Active users and 10K+ Restaurants, including 50 chains.



Marketing Manager | bwin & Sportingbet

(2016 Nov – 2019 Jul) - Barcelona, ES.

Leading the marketing teams behind Bwin & Sportingbet in 16 countries. Main responsible of all acquisition channels, CRM & all marketing and communication campaigns.



SEO & Web Analyst | Groupalia

(2015 Dec – 2016 Nov) - Barcelona, ES.

Main responsible of the organic traffic and CRO at one of the largest eCommerce websites based in Spain. Also in charge of its siblings: Offerum, Muchos Planes, Planeo and Bellahora.



SEO Regional Manager | EF Education First

(2014 Apr – 2015 Dec) – London, UK.

Working in London with an International SEO team of 15 full-time employees and websites in 58 different languages. One of the main responsible of the organic traffic growth and conversions increase of the company.



Lecturer in Marketing | IEBS Business School

(2014 October – 2017 April) – Barcelona, ES.

Professor of Mobile & Local SEO, as well as eCommerce and different Open Source CMSs



Co-Founder | ClickDirecto

(2010 March – 2014 December) – Oviedo, ES.

Online Marketing Agency specialized on SEO, PPC and Social Media. Some of the clients were from industries like: local newspapers, several hotels and touristic places, estate agencies, medical clinics, etc.



Founder | AplicacionesAndroid.es

(2009 - Present) – Oviedo, ES.

Built when the very beginning of the Android era, it was one of the most popular blogs about Android apps in Spanish language with 200,000+ visitors/month (GA), 185,000+ Facebook fans and 145,000+ Twitter followers. Currently updated by three external copywriters.

talento Digital Marketing Executive | Talento Corporativo

(2009 March - 2010 March) – Gijón, ES.

Focused on SEO on-site and Google AdWords campaigns for the clients of the company: City local governments, several hotels, e-commerce websites, education, institutional bodies, etc.

Key Skills

- Languages: Spanish (Native) | English (Advanced).
- Highly skilled in: Microsoft Excel, Tableau, Omniture, Google Analytics, Sitecore, Salesforce, Optimove, Braze, Screaming Frog, Ahrefs, SEMrush, WordPress, Adjust, Facebook Business Manager, Google Search Console, Trello, Slack, Jira, etc.
- Ability to work under pressure, meet targets and deadlines.
- Experienced working in international groups, disciplined, hard worker and motivated.

Certifications & Awards

- 2009 and 2013: Google AdWords Certified Professional.
- 2008: Third position on a Spanish and European SEO Contest in 2008.
- 2007: Driving License (B).

Education

- **Post-degree in Search & S. Media Marketing**
(2010 December)
Universidad de Barcelona and EAE Business School.
- **Senior Technician: Projects for building developments**
(2007 September)
IES Doctor Fleming in Oviedo, Asturias
- **General Certificate of Secondary Education**
(2005 September)
IES Juan Antonio Suanzes in Avilés, Asturias (Spain).