Carlos Ignacio Rojas

DMP & Web Analytics Responsible

PROFILE

Business strategy and technical profile at the same time, I have been offering and implementing, from a business point off view, some of the most powerful technologies about data management, data analysis, Media Optimization and Marketing Data Hub. Offering, digital data analysis and business improve is my expertise and I love doing it.

I have been working for 6 years in some of the best media and analytics agencies and consultancy, helping big companies to reach their business objectives in digital echosystem, being updated continually in nowadays trends.

PERSONAL SKILL

MANAGEMENT

TEAMWORK

PROACTIVE

COMMUNICATION

CONTACT ME

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   28020 Madrid

📞 **691.305.729**

✉️ **carlosignaciorojas@gmail.com**

EXPERIENCE

**2015
Actual**

DMP & WEB ANALYTICS RESPONSIBLE
Accenture Interactive
DMP & Web Analytics responsible offering, implementing and analysing in some of the biggest companies.

**Jan 2015
Oct 2015**

SENIOR WEB ANALYTICS EXECUTIVE
Wink TTD - Dentsu Aegis Group
Web Analytics & Data Visualization responsible for the cross channel marketing and media analysis strategy

**Sep 2014
Jan 2015**

SENIOR WEB ANALYTICS CONSULTANT
Divisadero
Web Analytics & Digital Strategy Consultant working for clients like Telefónica, Abertis, Novartis, BMW or Mutua Madrileña.

**Jun 2013
Sep 2014**

DIGITAL MARKETING SENIOR CONSULTANT
The Cocktail
Senior Web Analytics and Digital strategy consultant responsible of the digital business development of analytics in Real Madrid and Iberostar Hotels.

**Jun 2011
Dec 2012**

MARKETING ONLINE ASSISTANT
El Tenedor - A Tripadvisor Company
SEM & Web Analytics Responsible of campaigns, web analytics and quick wins optimization based on user behaviour.

EDUCATION

**Oct 2011
Jul 2012**

MASTER IN MANAGEMENT & MARKETING
Cesma Business School, Spain

**Sep 2010
Jun 2011**

MASTER OF INTERNATIONAL COMMERCE
Universitee Blaise Pascal, France

**Sep 2017
Jun 2010**

DEGREE IN MANAGEMENT & MARKETING
Cesma Business School, Spain

PROFESSIONAL SKILL

DMP

WEB ANALYTICS

MEDIA ANALYSIS

DATA VISUALIZATION

BUSINESS ORIENTED