



Paula Monroy

Award-winning Marketing Strategist & Digital Entrepreneur

23+ years of international marketing experience in EU, UK, US, Latin America. Industry Verticals: Luxury, Lifestyle, Fashion, Food & Beverages, Books, Tech, Sports, Music, Travel & Entertainment (FMCG, B2C, B2B, D2C).

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WORK EXPERIENCE

Fractional CMO

Snackable Marketing

03/2018 - Present

Lausanne (Switzerland)

Consultancy: Omnichannel Marketing. PPC, SEM. CRO & UX. CRM, Loyalty & Automation. PR, SEO & Content. Affiliation. Influencers Marketing. OKRs & KPIs.

Achievements/Tasks

- 30% Gross Revenue Growth (B2C Travel Ecommerce).
- 200% data base growth in less than 3 months (digital lead-magnets).
- 400 Hot Spots & Partnerships: D2C Wine launch in 4 EU countries.

Global Head of Content & Board Advisor

Globant

05/2019 - 11/2021

San Francisco (USA)

Global AI Powerhouse, IT and software development consultancy firm

Achievements/Tasks

- Global Marketing team growth from 8 to 80+ people in less than 2 years.
- Stock price growth from 99USD to 220USD.
- Idea owner of Augmented Knowledge (new AI product).

CMO and Co-Founder

Sporty Heroes

09/2014 - 03/2018

Barcelona (Spain) & NYC (USA)

Award-winning UGC and Micro-Influencers Video-Platform

Achievements/Tasks

- Awarded by the EU with a 100k€ grant equity free. Pitched to 150 investors.
- 2,000 athletes registered + 10 paying brands and media in 4 countries.
- Partnership w/ ESADE Business School & ISDI Business School.

Marketing Communications Director

Nespresso Spain

04/2009 - 08/2014

Barcelona (Spain)

Market Leader in portioned gourmet coffee and one of the world's most trusted brands

Achievements/Tasks

- 357% brand awareness growth & 200% CRM growth in 18 months (2010).
- National PR Award and Brand Marketing Award in Spain (2011).
- Co-brandings & Partnerships w/ celebrities, fashion designers, clubs, etc.
- Nespresso Sensory Cocktails - Partnership w/ Javier de las Muelas (2010).
- Crowd-documentary in partnership w/ National Film Academy (2013).

SKILLS

Marketing Skills

Omnichannel Marketing Strategy, Research, OKRs, SWOT, Data-driven innovation, PR & Media, Events, Positioning, Customer Journey, Funnel, Segmentation.

Digital Skills

Digital Plan, CRM, Emailing Automation, SEM/PPC, Social Ads, SEO, Influencers, UGC, CRO, UX, Performance, Social Listening, Web3, NFT, AI, Review MS.

Soft Skills

Creativity, Empathy, Focus on results, Proactivity, Motivation, Ethics, Adaptability, Assertiveness, Problem-Solving, Resilience, Vision, Teamwork.

LANGUAGES

English

Native or Bilingual Proficiency

Spanish

Native or Bilingual Proficiency

French

Elementary Proficiency

Italian

Limited Working Proficiency

Portuguese

Limited Working Proficiency

Catalan

Native or Bilingual Proficiency

TOOLS

Google Ads & Analytics

Semrush

Salesforce

WORK EXPERIENCE

Digital Marketing Manager ISS Facility Services (Denmark HQ)

05/2006 - 04/2009

Barcelona (Spain)

B2B Premium Services: Gardening, Office Management, Logistics, Cleaning (17k clients)

Achievements/Tasks

- ISS Foundation launch ("Una Sonrisa Más"): 27k employees and 17k clients.
- Designed & Edition: ISS Spain Magazine (45k copies, national distribution).
- Sponsoring & Partnership w/ Barcelona's Royal Polo Club.

PR & Media Manager Grupo Océano

09/2003 - 05/2006

Barcelona (Spain)

Leading publisher of lifestyle and luxury books in Spanish

Achievements/Tasks

- 400% growth in clippings and sales.
- 180min of Authors presence in Cronicas Marcianas (Primetime TV).
- 10+ authors full page appearance in La Contra (La Vanguardia).

VOLUNTEER EXPERIENCE

Community Service & Sustainability Efforts WWF, Caritas, ESADE Solidari, etc

01/1993 - 11/2022

Projects

- 2022-2023: Collaboration with WWF + Surfing for Science (UB).
- 2021: Marketing volunteer at Submon, Globant Think Tank & ESADE Solidari.
- 2011-2014: Created a rice donations program to European Federation of Food Banks through Nespresso Recycling system in Spain.
- 1993-1998: 10 days per year helping 100 families in extreme poverty at Santiago del Estero's dessert (North of Argentina) & Tigre's Delta (Buenos Aires) with Caritas Argentina.

EDUCATION

Master in Digital / Internet Business (MIB) ISDI Business School

09/2015 - 06/2016

Barcelona (Spain)

Master in Marketing & Sales Management ESADE Business School

09/2006 - 06/2007

Barcelona (Spain)

Advertising Bachelor Degree Universitat Autònoma de Barcelona

09/2000 - 05/2004

Barcelona (Spain)

Journalism Bachelor Degree Universidad de Buenos Aires

03/1996 - 07/2002

Buenos Aires (Argentina)

TOOLS

Social Studio PowerBi

Trello Buffer Canva

iMovie Hootsuite

Hubspot Sprout

Adobe Experience Spyfu

Figma Marketo

Connectif Ubersuggest

Airtable Mailchimp

Zendesk SPSS

Nielsen Similar Web

Google Gemini

ChatGPT

Screaming Frog

CreatorIQ Loyal Guru

AnswerThePublic

AdCreative.ai Metricool

Brand24 Augure

Buffer CilckUp

Meta Ads TikTok Ads

Linkedin Ads CapCut

Microsoft 365

INTERESTS

Psychology Sports

Music Sustainability

Fashion, Film & Arts

Omnichannel Marketing

Innovation

Digital Transformation

Data-Analytics

Research