

Issabel Gallardo González
Cologne & Düsseldorf Area, Germany

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Hi! I'm **Issabel Gallardo**
Online Marketing Manager

Education

2005 - 2009



Journalism Degree
University of Málaga

UVIC UNIVERSITAT
DE VIC

IIC Relations & Image
Management Degree
University of Vic

2010 - 2012



Advertisement & PR Degree
University of Málaga

Jobs & Experience

11.2017 - Present

Linkadia
Media Group

New Business & International
Sales Manager - Operation
Manager

Linkadia Media S.L.

12.2016 - 08.2017

monetizer

Associated Director Partner
Development
Monetizer GmbH

05.2016 - 12.2016

STRÖER | mobile performance

Publisher Manager, Fraud
Analyst & Dedicated Media
Buyer

Ströer Mobile Performance GmbH

Skills & abilities



Head of Lead and Mobile
Content Department
Spyke Media GmbH

09.2013 - 06.2015

BASEBONE

Online Campaign Manager
Basebone S.L.

08.2012 - 09.2013

estudionet

Account Director & Community
Manager
Estudionet

Languages



- **Here you will find my resume...**

My name is **Isabel Gallardo** and I am a professional of **Mobile Marketing & Advertising Online** with experience on Branding, eCommerce & Media Buying.

With a vast knowledge of the online and mobile industry across the world, I have been working for more than 6 years in different locations of Europe and in different roles what makes me a professional with resilience to the changes, empathetic, hard worker focus on the goals of the company and really enthusiastic about new challenges.

I am always willing to improve, this is one of my best skills and the main reason why I am always doing my best to get the best results and make things better everyday. I love to be friends of my friends and, of course, partner of my partners. Outgoing, self-confident, hard worker and a positive person, I believe strongly in teamwork and that's the reason why I have always been chosen as the role New Business Account & Client Development in the companies I worked with. However, in my last position as *New Business & International Sales Manager - Operation Manager* at Linkadia, I took care as Project Manager of different small teams and projects, pointing always the profit and economic advantage for the company.

In my spare time, I admit that I am a social media maniac who loves to stay up to date so I am addicted to Google News, Google Trends and all the international newspapers where the alert of the latest news are always chiming in my mobile phone.

My slogan: If you want to go fast, go alone.

If you want to go far, go together.

Let's work together!

- **Notable experience:**

New Business & International Sales Manager - Operation Manager @ Linkadia Media S.L.

November 2017 - July 2017

Düsseldorf & Madrid Area

As New Business & International Sales Manager with an Operational Role Manager at Linkadia, I have been leading different teams & work groups to reach the company goals, maximising the time, money & effort and encouraging the partners to feel as an important part of the company.

Linkadia is a Global Digital Agency and Mobile Affiliate Network with professionals with more than 14 years of experience in the online advertising industry. As Team Leader and Account Developer, I was taking care of the monetization that work the best for Agencies, AdNetworks, Media Buyers, Webmasters & App Developers to help them to reach their digital goals, so did I do with the eCommerce companies that I have been working with. Besides, as the owner of several in-house technological solutions and a team with a passion for developing and new technologies, I was directly connected with developers in frontend & backend in daily basis with a role related with IT Delivery Manager.

Skills I developed here: ☰

Operations; Team Building; Management; Leadership; Team Building; Company Values; Branding; eCommerce; Mobile Content; eMailing; Media Buying; Facebook Ads; Google Ads; Amazon Ads; Data Analysis; IT Support; IT Delivery Manager

Associated Director Partner Development @ Monetizer GmbH

December 2017 - July 2017

Düsseldorf Area

As Associate Director Partner Development, I was in charge of the growing activity levels for either Monetizer's global advertisers or for its global publishers. Besides, consultative account management was a critical part of my position in Monetizer vision for growth next to its core product and 'vAuto®' Algorithm, turning management into more profit for both sides.

Between my main tasks: development and revenue growth of multiple key partners (advertisers or publishers) portfolio through proactive campaign monitoring and increased client engagement; developing new partners after sales handover; improving partners revenues through rigorous focus on eCPM improvements & multiple Geos; ☰constant researching and deepening knowledge on 'winning' online offers, and translating these insights into actionable partner improvements. ☰ My role was constantly in contact with the Business Development Team and the IT Services of the company, including task of management of a small team, providing operational and tactical guidance to their members.

Skills I developed here:

Team Management; Affiliate Management; Campaign Management; Lead Generation; CPI; CPA; CPS; CPM; eCPM; Monetizer; vAuto Algorithm; Smartlinks; Redirect; ZeroPark; RON

Senior Publisher Manager @ Ströer Mobile Performance GmbH

May 2016 - December 2016

Cologne Area

Ströer Mobile Performance is a Cologne-based mobile performance marketing network offering customized technical solutions to start and fine-tune all high performance campaigns on mobile. In Ströer Mobile Performance I did not only develop my role as a Publisher Manager supported by a huge and great team, but I created a Dedicated Media Department with a vast experience team within I could not develop the new media buying strategies in Google, AppNexus or MediaMath. On the other hand, during the time I worked in Ströer Mobile Performance, I lead the Anti-fraud Team which ended up with a full stack solution for the company.

Skills I developed here:

CPI; CPA; CPS; CPL; CPC/CPM/DCPC; Affiliate Managing; Media Buying; Campaign Planner; Google Adwords; Google Analytics; AppNexus; MediaMath; Antifraud; Forensiq; FraudScore; Performinc Fraud; IP Reputation

Mobile Marketing Manager @ Spyke Media GmbH

June 2015 - May 2016

Cologne Area

As Mobile Marketing Manager in Spyke Media GmbH, I was the driving force of the CPA Department in the company what meant that I was not only doing affiliate and publisher managing and marketing, but buying traffic from the top traffic sources. Besides, I can admit that 50% of my time was dedicated to Business Development as my main target was improving and making bigger the Spyke's CPA Department.

On the other hand, as I hold a degree in Journalism as well as another one in Advertising and Public Relations, I developed the Social Media Strategy for the whole company from zero and, furthermore, direct marketing actions were inside of my tasks so I was at charge of event organizations, fair trade advertisement world wide or branding management.

Skills I developed here:

Google Adwords; Google Analytics; Public Relations; Branding Management; Account Managing; Affiliate Managing; Media Buying; Campaign Planner; CPA; CPI; CPB; CPC/CPM/DCPC; Project Management; Wordpress; Blogging

Campaing Manager @ Basebone S.L.

September 2013 - June 2015

Marbella Area, Spain

Basebone S.L. is one of the biggest players in South Africa market, one of the most emergent ones at the moment regarding of Mobile Marketing so I can be proud of being first got into the mobile marketing industry working for one of the biggest South African mobile content advertisers. In Basebone, I did not only learn what mobile content offers mean to the Mobile Market itself, but I learnt to become an expert in VAS campaigns, creating synergies with my partners in order to reach not only the best conversions rates but the best eCPC in a win-to-win joint venture. Due to my personal skills with our partners, Basebone decided to promote me and give me the responsibility of being in charge of all the Business Relationship Building inside of the company, a job that I really enjoyed and that made my daily job really excited and different.

Skills I developed at Basebone:

Campaign Planner; Business Development; CPA; CPI; CPB; CPC/CPM/DCPC; Media Buying; Google Adwords; Google Analytics; Yahoo Bing Ads; Public Relations; Account Managing

Account Director & Community Manager @ Estudionet Posicionamiento S.L.

August 2012 - September 2013

Almería Area, Spain

As an Account Director & Community Manager at Estudionet Posicionamiento, I took care of the different partners, making their necessities happen. As Account Director, I created different Marketing Mix campaigns that included marketing online, off-line and direct marketing. Furthermore, as a lot of partners was needed of events management, I organized, created and develop different strategies that included fair trades assistant, direct marketing, branding and media planning. As DirCom I provided to all my clientes their own communication office and their own media planning (online and offline). As Community Manager, I generated the content plus the online strategies, always taking into account the data analysis as one of the main points of those strategies.

Skills I developed:

DirCom; Account Management; Community Manager; Business Development; Event Organization; Social Media Strategy; Google Adwords; Facebook Ads; Yahoo Bing Ads; SEO; Branding; Marketing Mix

- **My Skills:**



Online Marketing Campaigns | Get to know the possibilities of your online marketing campaigns and how to develop an effective strategy

Google & Facebook Ads | My certification in the area will help you to maximise your budgets and get the most accurate results.

eCommerce | Analyze & Developing your Online Business is easy if you count on me

Consultancy & Advice | If you don't know how to make the first bite on your online strategy, just request an appointment with me and we can start together a plan. Details & Pricing.

Advice & Management | Your online business can increase can increase and I can make the difference

Apps to Launch | Monetise your app with the best results and KPIs accomplishment

Big Data Analysis | Maximise the data from your online campaigns

OTHER KEYWORDS:

Operation Manager; Team Building; Management; Leadership; Team Building; Company Values; eCommerce; Branding; Mobile Content; eMailing; Media Buying; Facebook Ads; Google Ads; Amazon Ads; CRM; IT Support; IT Delivery Manager; CPA; CPI; CPC; CPM; Monetization; Smartlinks; Redirect; ZeroPark; RON; Google Adwords; Google Analytics; AppNexus; MediaMath; Anti-Fraud; Forensiq; FraudScore; Performinc Fraud; IP-Reputation;

- **Additional information you may know:**

DEUTSCH Liebhaber | Ich bin ein begeisterter deutscher Studentin & ein Liebhaber der deutschen Lebensweise

Music | Live music, concerts & festivals

Panda | My dog is the joy of the house

Crossfit | WOD at least three days a week

Embroidery | Thread & needles everywhere

Travelling | One new country every year

Food | Cooking & tasting new things