

BORJA JIMENEZ MENSAQUE

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Experienced Digital Manager with a demonstrated history of working in the consultancy environment, retail industry and wholesale distribution. Skilled in Digital Transformation, eCommerce Marketing, Marketplaces (Amazon), User Experience (UX), Agile Project Management. Strong business development professional with great spirit of service and eager to exchange innovative ideas.

EDUCATION

- ▶ **ESADE BUSINESS SCHOOL** Madrid, Spain
Master's in Digital Business *Jan 2015 to Nov 2015*
- ▶ **ESCUELA SUPERIOR DE INGENIEROS** Seville, Spain
Industrial Engineering *Sep 1996 to Jun 2002*

RELEVANT EXPERIENCE

- ▶ **ADVEO (UNIPAPEL before)** Madrid, Spain
Head of eCommerce & Marketplaces Manager *Oct 2016 to Apr 2019*

Design, implementation and monitoring of **global digital strategies: eCommerce Calipage** -retail Adveo brand with more than 40.000 **Office Supplies** SKUs-, **Amazon** Vendor account and **B2B2C/eShop** project. Design of the global **Pricing Model** for each digital channel on a changing environment. Responsible for **Procedures Analysis** to clarify and improve company's performance. Management and leadership of the monthly follow up **Digital Steering Committee**. Responsible for guiding teams to embrace the **Agile** project management methodology. Co-leadership in the design and execution of the worldwide **eShop project** (+1.500 customers with our B2B2C tool). Co-design and performance management of **AI (artificial intelligence) & Big Data** models based on **scraping** more than 500K SKUs getting lots of prices and attributes. **eCommerce Successes: CR (conversion rate)** and **Sales increase ▲ +20%/month** last 6 months. **Amazon** account **Successes: from '16 to '17 Sales ▲ +50% & Margin ▲ +40%**.

- ▶ **Startups YOOREC and CRIU** Seville, Spain
Founder and partnering with PAMPLING *Nov 2011 to Sep 2016*

Ideation, fundraise, design and launching **Startups** companies. **Yoorec: deliver** creative and accurate **videos** to customers with own pictures and videos from activities like extreme sports, honey moons or professional events. Meet clients' needs with the aid of video **editors** (freelances), building an **ecosystem** of **video editing** services. Responsible for **leading the team** to deliver the plan with platform partners (Scrum, Ruby on Rails, **AWS**). Actively strive for **innovations** on marketing activities. **Criu: partnering with Pampling** (+100 shops) to **sell silk-screen printed t-shirts, sweatshirts or bags** on demand, where a promoter (customer) shares the design with their community to fundraise or sell. Promoters used to be either artists, tweeters, or animal welfare organizations. Develop and execute strategies of **seasonal campaigns. Value proposition, Customer Experience Journey (UX), Brand awareness, Go-to-Market strategy, Conversion Funnels, Net Promoter Score (NPS), Sales KPI's, Digital Marketing Strategy.**

- ▶ **ABENGOA (TELVENT)** Seville, Spain
Project Manager *Sep 2004 to Dec 2006*

IT **project management** and business development for Public Sector. GIS (Geographic Information System) projects, **Web & portals development, BRS (Business Recovery Services), HR solutions, IT systems for traffic, Smart Cities projects.**

LANGUAGES AND KNOWLEGDES

- ▶ Spanish: Native
- ▶ English: High and fluent level
- ▶ French: Medium level
- ▶ Tools: Ecommerce: **SAP Hybris**, IBM Websphere, Demandware, Prestashop, **Shopify**, Wordpress, Medium, Weebly, Wix.
 Marketing: **Salesforce** Marketing Cloud, **AMS** (Amazon Marketing Services), Mailchimp, GetResponse, AWeber, **Facebook** Ads, FB Pixel, Instagram, Hootsuite, **Google Ads & Shopping**, G. Analytics, G. Trends & Keywords, Unbounce, Hotjar, Youtube, Vimeo, Canva, Unsplash, Zendesk, Screaming Frog, **SEMRush**, Ahrefs, **Amazon** Affiliate, Hubspot.
 Other Tools: **AWS**, EC2-S3, HTML, **Heroku**, R, **Jira**-Scrum, **Trello**, Confluence, BitBucket, GitHub, Skype, Slack, Azure.

FURTHER INFORMATION

- ▶ **FURTHER PROFESSIONAL EDUCATION: '02 Energetic Engineering - Ecole Centrale Nantes, France (1 year).**
- ▶ **COURSES: '19 Computer Science for Business Professionals – Harvard University (online 2 weeks) | '16 Business Intelligence UOC (online 4 weeks) | '15 Digital Business International Week - Leavey School of Business, University of Santa Clara, California | '14 UX Spain symposium | '06 Smart Cities - El Escorial Courses, Universidad Complutense de Madrid (UCM).**
- ▶ **FURTHER PROFESSIONAL EXPERIENCES: '09-'11 DIAMANSTONE – Sales & Marketing Manager | '07-'08 ISOLUX CORSAN – Photovoltaic PMO | '04 MP Lifts – Internship | '03 AREVA (FR) – R&D in Nuclear Sector with Matlab & Data Lakes.**
- ▶ **VOLUNTEERISM: '10 New York Cares – Caring for autistic children (3 months) | Blood donation – Cruz Roja Española.**