



hello! I'm **Álvaro Jiménez**

Marketing Specialist with a strong background in (SEM), Graphic Design and Video Production. Highly motivated and results-oriented professional with strong communication skills, adept at collaborating effectively in multidisciplinary teams and successfully managing projects. Proficient in Google Ads, Analytics, Sheets, Adobe Illustrator, Premiere and After Effects.

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Marbella, Spain

WORK HISTORY

Check my portfolio in jimenezmanager.com

2023 - CURRENT

GOOGLE ADS SPECIALIST

IDB MOBILE TECHNOLOGY / MARBELLA - SPAIN

I am responsible for creating, managing, and optimizing Google Ads campaigns across Display and Video networks to drive App & Streaming services distribution and achieve strategic marketing goals.

2023 - 2025

DIGITAL MARKETING PPC EXECUTIVE

TOMBOLA LTD / GIBRALTAR

As a Paid Search Executive, I have the responsibility to create, manage and optimize effective campaigns in the UK and other European territories on the most important search engines and platforms.

2019 - 2023

SENIOR GOOGLE "SUBJECT MATTER EXPERT"

GOOGLE / MAJOREL / KRAKÓW - POLAND

As Google Ads specialist in SEM, my duties are ensure that agents understand the root of the problem and know how to solve the issues related to basic product knowledge, financial and technical problems.

I'm able to work under time pressure focused on efficiency and achieve high-performance targets.

I actively collaborate with Quality team and contribute to the Training department by conducting sessions to develop agents and onboard new team members.

Additionally, I am currently leading a project team to successfully create visual projects for Innovation and Management departments within the corporate environment.

2017 - 2019

ONLINE ADVERTISING SPECIALIST (OFFICIAL GOOGLE SUPPORT)

GOOGLE / MAJOREL / KRAKÓW - POLAND

I held primary responsibilities for troubleshooting various Google products such as Google Ads, Analytics, Tag Manager, and Shopping, while also optimizing campaigns based on client requirements. Additionally, in a Workflow capacity, I effectively coordinated and managed a team of 45 individuals across two cities, overseeing agent availability and absences to ensure that incoming calls and chats remained within our operational capacity.

Read more [in/jimenezmanager](https://www.linkedin.com/in/jimenezmanager)

MY EDUCATION

2015 - 2016

CAMERA & DIGITAL POST-PRODUCTION

EAG ART SCHOOL / GRANADA

Management of all types of cameras, lighting, production, film direction, editing software and coloring.

2009 - 2015

BACHELOR OF BUSINESS ADMINISTRATION

GRANADA UNIVERSITY

Specialized in Business Marketing, Financial Management, Market Research and HHRR.

MY SKILLS

PROFESSIONAL SKILLS

SEM

Adobe Software

Problem Solving

Analytics

Graphic Design

Adaptability

Excel / Sheets

Video Edition

Leadership

LANGUAGE SKILLS

English

Spanish

Polish