



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, Looker Studio, 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 - MANAGER

IDB MOBILE TECHNOLOGY / MARBELLA - SPAIN

Lead the end-to-end strategy, management, and optimization of global Google Ads campaigns across Display and Video networks to drive App & Streaming services distribution. Implement advanced tracking and attribution models using GTM and GA4 to ensure data integrity and precise conversion reporting. Design and maintain automated performance dashboards in Looker Studio to track core KPIs, including ROAS, CPA, and LTV, for executive-level decision-making. Execute systematic A/B testing on ad messaging, visuals, and landing pages to continuously improve conversion rates and scale marketing efficiency.

2023 - 2025

DIGITAL MARKETING PPC EXECUTIVE

TOMBOLA LTD / GIBRALTAR

As a Paid Search Executive, I was responsible for 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

Ensured that support agents identified and resolved the root causes of complex product, financial, and technical issues. Consistently met high-performance targets and KPIs while working under significant time pressure and operational demands. Collaborated closely with the Quality and Training departments to develop specialized training sessions and onboard new team members. Led a dedicated project team to design and execute visual innovation projects for corporate Management and Innovation departments.

2017 - 2019

ONLINE ADVERTISING SPECIALIST (OFFICIAL GOOGLE SUPPORT)

GOOGLE / MAJOREL / KRAKÓW - POLAND

Held primary responsibility for troubleshooting across the Google ecosystem, including Google Ads, Analytics, Tag Manager, and Shopping. Optimized client campaigns to align with specific business requirements and performance goals. Coordinated a team of 45 individuals across two international locations, overseeing operational workflow, agent availability, and scheduling to maintain peak service capacity.

Read more [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

GA4 Analytics

Graphic Design

Adaptability

Excel / Sheets

Video Edition

Leadership

LANGUAGE SKILLS

English

Spanish

Polish