

Ricardo Ramirez Ramirez

Address: Calle Infante Diego 1, Portal C, 2A, Madrid 28050

Email: rramirezrr@gmail.com Phone: 674814715 - <https://es.linkedin.com/in/rramirezr>



Professional Description

Digital Marketing Strategy Consulting Professional & Data Analyst, with ability and capability to work within an organisation, helping them identify marketing needs, goals, opportunities and challenges. Using the data gathered from Social Media, helps them create and oversee the execution of a digital marketing plan, that meet and align with the overall business strategy.

Professional Skills

Creativity	Strategic Planning	Public Speaking
Problem Solving	Productivity	Negotiation
Brainstorming	Leadership	Social Networking
Inventiveness	Meeting management	Sales

Professional Experience

Evidentia Marketing S.L. - Head Data Analytics

Ene 2015 - Now

Newborn agency that specialises data analytics consulting and digital marketing.

Evidentia is focused on the "Evidence Based Marketing" framework.

It has represented exclusively NorthAmerican Data Analytics Tools for Spain.

By providing digital data analytics services to organisations, they are able to convert the data they gather from social networks and other sources, into information.

My role in Evidentia is that the companies that I get involved with, be capable of:

- Analyse the resulting data from monitoring tools in order to make better business decisions, establish the context for the messages that will be delivered and gain more engagement.
- Based on the analysis, Implement the mix of social media for more sales and leads generation.
- Successfully establish new online business and marketing schemes.
- Create "out of the box" & imaginative campaigns that align reality with the communication capabilities of social media platforms.
- Innovate with new products and services resulting from the feedback gathered from data of current clients.
- Energise and refresh existing marketing plans
- Deploy digital advertising that can accelerate the R.O.I.

Alium Web Strategy Consulting C.A. - General & Business Manager

Sept 2000 - Dic 2014

Digital Agency, that provided consulting services for organisations to allow them to communicate with their associated community using web technologies. Added value deploying Intranet projects that allowed better engagement with the employees using web techniques and concepts.

As General Manager

- Business Plan revision, analysis and modification.
- Business strategies implementation for the company's commercialisation and consulting services.
- Plans Evolution of Business in it's different stages
- Development of Quarterly Reviews for the Board of Directors

As Business Manager

- Lead Generation
- Planning and Follow Up of commercial strategies
- New Products & Services Development
- Coordination of the deployment of Internet and Intranet Portal projects.
- Compliance of Project Standards established with our clients headquarters.

Prior Experience

Gnorus Consulting C.A. - Business Manager

Ene 1997 - Ago 2000

As leader of the company Consulting, Sales and Marketing teams. Generated Products and Services catalog, for the business Start Up

- Established the Lead Generation Practice for Products and Services Commercialisation
- Led the commercial and consulting practice for technology project deployments.
- Coordinated the design, implementation and testing of the several IT tools oriented to support clients business functions.

Smurfit Cartón de Venezuela - Special Projects Engineer & Trainee

Ene 1993 - Dic 1996

Main Activities

- Automation of typically manual processes like - Production Planning & Sales Force Order Input
- Led Bar Code Implementation for inventory and maintenance purposes.
- Coordinated the deployment of CAD-CAM drawing board for cardboard boxes design
- Coordinated the first stages of the Systems Strategic Plan.

Education

Harvard University - USA - Negotiation & Strategic Influence WorkShop (2weeks)

March 2011

IESA - Venezuela - Strategic Marketing Program

Sept 1995 - March 1996

IESA - Venezuela - Strategic Planning Program

Jan 1994 - Sept 1994

Universidad Simón Bolívar - Venezuela - Computer Engineer

Sept 1985 - Dic 1992

Groups & Associations

- Com by Com Group - <http://www.grupocombycom.com/>
- Top Executive Forums Member since 2006 - <http://www.executiveforums.com/>

Links of Interest

El Mundo - Interview

http://bit.ly/Informe_Verano_2016

Big Data - Interview

<http://grupocombycom.com/entrevista-bigdata/>

CombyCom - Interview

https://www.youtube.com/watch?v=vv8Mi7L_AGI

Linkedin Profile

<https://es.linkedin.com/in/rramirezr>

Twitter

[@rramirezr](#)

Hobbies

- Baseball Card Collection
- Guitar Playing
- Tennis & Golf