

# Omar Galarzo



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I am a results-oriented digital marketer with a track record of accomplishments in campaign development, brand recognition, and social media management. Particularly excited about data analytics and performance optimization – and hungry for opportunities to learn and excel!

## Experience

### Branch Manager - Ma'Loa GmbH

Aug 21 - May 23

- Developed collaborative team culture and data-driven sales approach leading to a 15% surpassing of quarterly sales targets by a team of fifteen individuals
- Served as Sparring Partner for HQ in Digital Marketing and Business Development
- Led branch operations, implementing processes resulting in 10% rise in average order value and 12% decrease in customer complaints
- Optimized branch's value creation through procedural simplification, improving profit margin by 3 pp and increasing customer retention rate by 8 pp

### Digital Marketing Manager - Inmodosmil

Jun 16 - Sep 18

- Increased brand's numbers on Facebook and Instagram by 45% and 35% through data-driven Meta campaigns, boosting average post engagement by 28%
- Managed variety of Facebook and Instagram social media initiatives to increase website traffic by 25%, utilizing Meta Business Manager for data and content management
- Maintained loyal and interactive community by responding promptly and professionally to inquiries and comments
- Achieved 20% increase in reach within six months by actively driving key performance indicators
- Redesigned official website with improved user experience, leading to a 30% performance boost

## Education

### Digital Marketing Program (AfA) - CareerFoundry, Germany

Jul 23 - Nov 23

- Practical expertise in Growth Marketing, Content Marketing, SEO & Email Marketing, Social Media Content & Branding and Analytics

### English Studies (BA) - UNED, Spain

Sep 16 - Jun 21

- Bachelor Thesis: "The Evolution of Communication in the Digital Age: How Social Media Transformed Our Interaction Landscape"

## Key Skills

- |                    |                    |                     |               |
|--------------------|--------------------|---------------------|---------------|
| • Google Ads       | • Excel            | • Data Analysis     | • KPIs        |
| • Meta Ads         | • Google Analytics | • Communications    | • A/B Testing |
| • Apple Search Ads | • Smartly          | • Budget Management | • CRO         |

## Languages

- Spanish - Native
- English - Bilingual
- German - Intermediate (B1)