

MARIA JOSE SERRES-ROUSE

DIGITAL INSIGHT PROFESSIONAL

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An analytical, results driven digital insight professional with a proven record for developing digital insight, digital marketing strategy, directing demand generation activities for B2C, B2B & ecommerce, SEO content planning and brand management that lead to creative campaigns, reduced budgets, increased sales and organic growth in fast-paced environments with critical deadlines.

KEY SKILLS

- Strategic multi-channel view
- Strong communication skills
- Adaptable and resilient
- Commercial focus
- Collaborator and influencer
- Constant learner

EXPERIENCE

DIGITAL INSIGHT MANAGER

LV=

09.2017-present

Liverpool Victoria (LV=) is the UK's largest friendly society, leading insurance service provider and mutual, winner of the Moneywise Most Trusted Life Insurance provider for the sixth year running and Top 10 in UKCSI 2019 report.

Working in the Customer Insight & Strategy team, accountable to provide customer insight for a variety of stakeholders and objectives. My work requires to understand my stakeholders' projects and KPIs to provide them with analysis, actionable insight and recommendations based on the single customer view and analytics, aligned with the corporate strategy to improve the effectiveness their projects that impact on digital performance indicators.

EXAMPLES OF MY WORK WITH DIFFERENT TEAMS INCLUDES:

- Customer comparisons: Created many profile customer comparisons from a specific seller vs other seller/direct sale.
- Members – Understand our members life situations to improve the membership benefits proposition.
- Product - Analysis for each product every year to verify that they are reaching the right target market with the product design, impact of changes in the market and in the product proposition
- Actuary – Research with the actuary team to integrate demographics and behaviours with their research

SENIOR DIGITAL MARKETING CONSULTANT

BETWEEN THE LINES DIGITAL MARKETING

10.2011 - present

Consultancy work specialised in online intelligence, insight and analytics, delivering expert advice in all the areas of digital marketing and integrating online and offline marketing to track ROI. Providing guidance, strategy, analysis, reporting and delivering digital marketing projects for a variety of brands in B2B and B2C industries.

LATEST ACHIEVEMENT: Cottage Lodge Hotel – Advise on Digital Marketing based on KPIS, resulting in a new website that increased conversion rate, social media and email marketing strategy to reach new customers and increase retention.

SENIOR DIGITAL STRATEGIST

ADVANTEC

04.2016 - 03.2017
Contract

Advantec is a digital agency specialised in ecommerce sites and strategic digital campaigns.

Accountable for planning, analysing, recommending and implementing multi-channel digital marketing strategies, reviewing clients' digital activities, providing insight and recommendations as well as market research.

ACHIEVEMENTS

- Increased customer retention by 18% by providing work transparency and performance insights with live reporting
- Converted 35% more prospects into customers and with higher retainer by creating custom detailed proposals

MARKETING MANAGER

I2O WATER

09.2015 - 03.2016

i2O Water produces technology to manage the pressure on water networks, an IoT company.

In charge of integrating online and offline marketing activities, developing global marketing strategy, marketing budget, lead funnel creation, events/tradeshows planning, sales materials creation and SEO content calendar.

ACHIEVEMENTS

- Created the company's personas for a new marketing and content strategy that lead into better sales materials
- Implemented Marketing Automation with integration with Salesforce giving the sales team more accurate information

HEAD OF DIGITAL

PEER 1 HOSTING

01.2015 - 08.2015

Peer 1 Hosting is one of the top 5 cloud, web and managed hosting companies worldwide. Accountable for all the aspects of digital that drives awareness and lead generation for the websites globally, planned paid advertisement and content production with digital agencies, monitored and report online performance to sales and product managers.

ACHIEVEMENTS

- Developed digital strategy for all the channels available that drove increase in conversions and sales

- Created online content plan and global calendars that engaged more people on social media and boosted traffic
- Added social media ads in the marketing mix, driving 6% of the total traffic with 8.47% conversion rate

DEMAND GENERATION MANAGER

07.2013 - 01.2015

PEER 1 HOSTING

Managed the technical delivery of all lead generation campaigns from paid search, social media and SEO on web and mobile while being accountable for \$2M PPC budget and managing content and advertising digital agencies.

ACHIEVEMENTS

- Developed the worldwide outbound strategy including campaign planning and implementation
- Introduced online demand strategy that reduced PPC annual budget from \$3M to \$900K while improved performance

DIGITAL MARKETING ANALYST

08.2011 - 07.2013

PEER 1 HOSTING

In charge of analysing and provide insight of the global online marketing performance and improve organic search rankings.

ACHIEVEMENTS

- Achieved and sustained top 3 organic rankings on Google US and UK for key product search terms
- Boosted product SERP rankings by proactively advised improvements on content, product descriptions and campaigns

A gap year to study a Master's degree in Digital marketing in Southampton University.

09.2010 - 08.2011

MARKETING MANAGER

10.2007 - 09.2010

GENEXUS

GeneXus created a knowledge representation-based, development tool oriented to create enterprise-class applications for web applications and smart devices. In charge of brand, communications, web presence, worldwide events and implementing all the marketing activities that impacted the 4 offices worldwide and 35 distributors.

DEKLARIT'S MARKETING MANAGER AND WEBSITE USABILITY CONSULTANT

04.2001 - 10.2007

GENEXUS

DeKlarit was a Visual Studio API developed by GeneXus that allows to develop apps faster.

Designing and implementing all the marketing activities related to the product DeKlarit.

6 months' full dedication to the Computer science degree dissertation

10.2000 - 04.2001

SOFTWARE DEVELOPER

03.1996 - 10.2000

URUDATA

Urudata is an IT & software company specialised on Windows platforms. Performed analysis and development of custom-made systems with databases in Windows and Web environments using Microsoft® Visual Basic.

EDUCATION

DIGITAL MARKETING

2015

GOOGLE SQUARED ONLINE

Google Squared Online, an award-winning digital marketing course that focuses on the latest trends, Google best practices and future ways of thinking. The course enabled students to work in diverse-skilled groups remotely to deal with time-intensive projects. I project managed all course projects with outstanding peer feedback.

MSc DIGITAL MARKETING (DISTINCTION)

2010 - 2011

UNIVERSITY OF SOUTHAMPTON

Masters covering all main areas of digital marketing, researching trends led by experts in the market and learning how to obtain insight online and create innovative digital campaigns.

Dissertation: To what extent are companies using Social Media within their Digital Communities?

MSc MARKETING

2002 - 2003

URUGUAYAN CATHOLIC UNIVERSITY

Degree on traditional marketing, learning the foundations of brand development, product creation, price strategies and promotion to diverse markets.

COMPUTER SCIENCE ENGINEER (DISTINCTION)

1995 - 2000

URUGUAYAN CATHOLIC UNIVERSITY

5-year degree about information technology, software, databases and protocols. Learned to develop in many languages, databases, communication protocols and business foundations in order run a software company.

Dissertation about Web Usability.