

Verified Data & Analytics

Felipe de Mata

Available for work

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About me

 34 years old

 Palma, Balearic Islands (Spain)

 Spanish & English

I'm a creative, non-conformist professional with a passion for driving business growth and innovation. With a background in business development and marketing, I've developed a unique skillset that enables me to think outside the box and develop innovative solutions to complex problems.

My Skills

• Creative Problem-Solving

I excel at identifying innovative solutions to complex challenges, leveraging creativity to overcome obstacles and deliver impactful results. My approach combines strategic thinking with adaptability, ensuring projects move forward even under constraints.

• Analytical Thinking

I have a strong ability to interpret data and uncover actionable insights that drive decision-making and optimize performance. By applying structured analysis, I transform raw information into clear strategies that support business growth.

• Non-Conformist Approach

I challenge conventional methods to discover new opportunities and create unique strategies that stand out in competitive markets. This mindset allows me to deliver fresh perspectives that lead to breakthrough results and sustainable success.

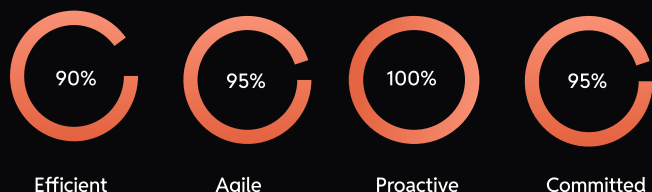
My Experience

As a Marketing Manager, I have led digital acquisition strategies across multiple channels, driving customer growth and improving ROI through data-driven decision-making. My experience includes managing paid media, SEO, and conversion optimization, while ensuring alignment with business objectives. In my role as Analytics Manager, I developed advanced reporting frameworks, implemented performance dashboards, and translated complex data into actionable insights that informed strategic planning. This combination of marketing expertise and analytical rigor enables me to deliver measurable results and continuous improvement.

My Career Aspirations

I'm looking for a role that will challenge me to think creatively, drive business growth, and make a meaningful impact. I'm passionate about working with companies that share my values and are committed to innovation and excellence.

Stats



Specialties

- SQL
- Automation
- IA
- Design
- Storytelling

Spanish



English



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Experience


- 
Sales Planning & Performance Senior Analytics
 HBX Group
 May 2026 - Present
- Digital Acquisition & Analytics Manager**
 Oct 2024 - May 2026
- Marketing Operations Manager - Europe**
 Oct 2022 - Oct 2024
- 
Head of Marketing
 Autovidal
 Jan 2022 - Sept 2022
- eCommerce Manager**
 Feb 2020 - Jan 2022
- 
Marketing & Controller manager
 Elegance Hotels
 Feb 2018 - Jan 2020
- 
Digital Marketing Junior
 Iberostar
 Feb 2017 - Jun 2017
- 
Digital Marketing Junior
 LNFS
 June 2016 - Dec 2016
- 
Inbound Marketing Trainee program
 Sixt UK
 Feb - Jun 2015

Experience

- 
Founder
 felipedemata.com
 Digital consultant
 2022 - Present
- 
Founder
 Philippe Mavv
 Sneaker brand (eCommerce business)
 2017 - 2019

Tools & Skills

These are the tools and skills I use on a daily basis.

- 
 Skilled in Tableau Desktop for building interactive dashboards and visualizing data to support business decisions.
- 
 Skilled in Power BI for building interactive dashboards and visualizing data to support business decisions.
- 
 Skilled in SFMC for creating automated journeys, personalized campaigns, and leveraging data-driven insights to enhance customer engagement.
- 
 Proficient in Google Analytics 4 for tracking user behavior, analyzing performance, and generating actionable insights.
- 
 Experienced in SQL for querying, managing, and analyzing relational databases to extract actionable insights.
- 
 Good in Python for data analysis, automation, and building custom solutions to support business insights.
- 
 Experienced in Notion for building custom workflows, organizing projects, and streamlining productivity through dynamic dashboards.
- 
 Knowledgeable in applying AI tools and techniques to enhance marketing strategies, automate processes, and extract actionable insights.
- 
 Experienced in automating business processes to improve efficiency, reduce manual tasks, and ensure seamless workflows.

Education

Marketing & Dirección de empresas

The Power
2020 | Remote

Master en Comunicación

Universidad Europea
2015 - 2016 | Madrid, ES

Grado en Periodismo

Universidad Pontificia Salamanca
2009- 2012 | Salamanca, ES