

DIEGO CASABE

MBA Graduate



Argentina and Portugal



Barcelona, Spain



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EDUCATION

2018 – 2020

FULL TIME MBA

ESADE BUSINESS SCHOOL

2007 – 2012

Industrial Engineering

I.T.B.A.

LANGUAGES

SPANISH (NATIVE)

ENGLISH (FLUENT)

FRENCH (FLUENT)

TOOLS

Google Ads (certificated)

Google Analytics

Facebook Ads

Salesforce (Sales Cloud, Pardot)

Looker

Excel

SQL

Agile methodologies

ADDITIONAL INFO

2014: Online Marketing Executive course at Universidad de Buenos Aires.

2016-2019: Performed as an Online Marketing expert in several entrepreneurship courses.

2020: Created a retail [e-commerce](#), connected with data warehouse, set and implemented full digital strategy for a family member's business.

REFERENCE

Rodolphe Blanch: Head of Sales at Badi
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Recent MBA Graduate at ESADE and Industrial Engineer, looking for opportunities and challenges in **Product Management, Sales Strategy and Online Marketing**. I worked in start-ups companies for the last 5 years.

During my first year at Avenida.com, I was able to **create from scratch a successful segmentation strategy for Facebook Ads campaigns**, getting us the "success case" award from the social media company.

Before starting my MBA, I worked as an **Account Manager** at Quantic Mind, an **online marketing optimization SAAS** from Silicon Valley.

I joined Badi, one of the hottest tech startups in Barcelona, for my MBA internship in order to **implement the CRM for the Sales and Marketing team**. At the end of my internship, I assisted the Head of Sales to define and implement the **Go-to-Market Strategy and Sales Methodology** for the Sales team.

Badi

CRM PM & Sales Strategy Manager – Barcelona

Jul. 2019 – Mar. 2020

- Implemented the Sales Strategy along with the Head of Sales and General Managers. Defined all the steps of the pipeline for Key Accounts and SMBs for different markets. Duplicated amount of bookings attributed to sales.
- Owned the integration and implementation of Sales Cloud and Pardot for the whole company. Finished the project in 3 months.
- Had a Project Manager role, being the main point of contact between Salesforce, Data, Engineering, Marketing, Sales and all the sectors involved directly or indirectly with this implementation and day to day usage.
- Led the CRM activity to optimize sales efforts, set best practices, improve customer engagement and maximize B2B bookings and revenue.
- Proactively and continuously identified opportunities and strategies for the sales department and translate them into salesforce with the creation of new objects, fields, processes, workflows, reports, dashboards new integrations.
- Coordinated regular training presentations and create a full salesforce tutorial.
- Monitored and analyzed performance and provide actionable insights to contribute to B2B Customer's growth

Quantic Mind

Account Manager – San Francisco & Buenos Aires

Apr. 2016 – Sep. 2018

- Managed Quantic Mind customer relationship in order to maximize SEM Campaign's Revenue and Conversions for 20 accounts, representing 5 Million USD per year in revenue. No churns as an AM.
- Coordinated the Customer Success Team resources for each customer to deliver account value.
- Executed Quarterly Business Review sessions for each customer.
- Led, as a Sales Engineer and Quantic Mind software expert, several meetings with prospects in Argentina and Brazil. Closed 3 contracts in the process.

Quantic Mind

Customer Success Manager – Buenos Aires

Oct. 2014 – Apr. 2016

- Created from scratch the Customer Success Team in Buenos Aires to improve service for South American and European customers. Hired, trained and managed 3 people.
- Aided account managers to identify SEM strategic opportunities and developed insights for large customers on business reviews.
- Identified Google Ads and SEM opportunities in order to help marketing leaders to grow their business to the next level.
- Trained, as a product and Online Marketing expert, current, new and prospective customers.
- Designed tools and platforms enhancements to increase customer satisfaction with the product. Directed Sales Force implementation for Customer Success.

Avenida.com

Online Marketing Manager – Buenos Aires

Jun. 2013 – Oct. 2014

- Created, controlled and optimized the online marketing campaigns for different sources such as SEM, Facebook and Affiliates. In charge of leads generation for the company. Increased 10x the amount of leads at the same total cost after first iteration of improvement and 2x more after second iteration.
- Positioned Facebook as a top source of revenue overall and main outbound source.
- Allocated the budget per quarter for all the different sources of marketing according to volume and performance.
- Built and constantly optimized target audiences to improve ads performance
- Achieved [Success Story Categorization](#) on Facebook for Business.
- Participated in [negotiations with Investors](#) representing Marketing Department.
- Presented in Facebook Performance Event 2014 representing Avenida.com.