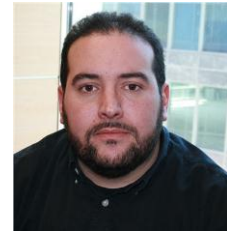


DANIEL PEÑA GARCÍA**Personal information:**

- Birth date: November 1st 1976 at Madrid (Spain)
- Address: C/ Princesa de Éboli 96, 4ºA Madrid (Spain)
- Phone: +34 657 94 58 39 (mobile) // +34 912 434 050 (home)
- E - mail: daniel.pena@gmail.com
- Personal site: www.creaciones.es (Spanish)

Professional experience**Founder [Creaciones.es](http://www.creaciones.es)** (Consulting firm) January 2011

- Strategic consultancy for educational institutions: IMKO, MSMK and Kschool
- eCommerce projects for different mid-size clients
- PR and communication campaigns, including acting as spokesman on TV
- Events organization: Open Digital Day (opendigitalday.org)

Co-founder, Product and Marketing Director Traddia.com & Incuentra.com
January 2010

- Company creation as Investment Partner and Technical set up
Development team hiring and leadership, including design, front and back end
- Product Development documentation: usability, HCI, prototyping and product team leading
- Marketing and commercial strategy, plan and P&L
 - Leading SEM, SEO, affiliates and content marketing strategies
 - Managing business development agreements
 - PR and Social Media campaigns

New Media Director - Genetsis (Internet Agency) (May 2007 – November 2009)

- Strategic consultant for different clients (Iberdrola, Mahou, Coca-Cola) for SEO, SMO or Reputation management.
- New Media team management

Project Director for Yell ([Yellow Pages](http://YellowPages)) (January 2009 – November 2009)

- Director of the strategic consultancy team in charge of creating a new social platform around the Yellow Pages business

Product & Marketing Director for Coca-Cola May 2007 – January 2009

- Manage and lead the consulting team who has developed the 2007-2010 Coke Spain Internet Strategy
- Product:
 - Lead the product, development, creative and design teams
 - Manage the user experience efforts and usability
- Marketing:
 - SEO, SEM and traditional campaigns, set up objectives, ROI analysis and CRM and create high level reporting infrastructure
 - Manage promotions, launch programs and PR

E-Commerce Strategy Consultant – Terra (Telefonica)

March 2007- May 2007

- Head of consultancy team on e-commerce
- Build the Terra.es e-commerce strategy

Head of Product Marketing & Merchant Services – [PayPal Spain](#) March 2005 – March 2007

- Develop Spain Product Marketing strategy and co-develop ES Business strategy (short, mid and long term) plus EU and Global Product strategy
- Research, scope and lead all Product Marketing related projects
- Lead and manage the User experience projects: usability studies, users panel and the projects for improving it.
- Lead local projects, manage CS coordination and develop new initiatives
- Create and lead the Product Mktg. department; Intl. coordination
- Develop Marketing plans and PR strategy. Act as company speaker
- Manage Business Development efforts
- Lead Merchant Services efforts: Strategy and Business development

Product Manager – [eBay Spain](#) January 2003 – March 2005

- Develop Spain Product Marketing strategy and co-develop ES Business strategy (short, mid and long term) plus EU and Global Product strategy
- Research, scope and lead all Product Marketing related projects
- Lead local projects, manage CS coordination and develop new initiatives

Web Developer – [eBay Spain](#) May 2001 – January 2003

- Support in country strategy with any web related project
- Develop multiple microsites
- Manage user experience and usability

Webmaster/IT manager – [iBazar](#) March 2000 – May 2001

- Part of the pioneer team who launched eBay.es. In charge of multiple responsibilities including the Web Site and ES office IT support

More**Languages**

- High English level. Used to work in English and used to travel overseas quite often.
- French medium level.

Teaching

- Analytics and eCommerce teacher at IMkO (online)
- Digital Marketing teacher at Madrid School of Marketing
- Analytics and eCommerce teacher at Kschool
- Digital marketing and analytics at ESIC- ICEMD
- Speaker at multiple events, including eMetrics, eComm, SIMO, Conversion Thursday and Open Digital Day.

Education

- Chemistry intermediate degree

Other training

- *Web based companies Public Relations*
- *Project Management (80 hours) by Cadence Project Management (Paris)*