



AINARA GONZÁLEZ ABAITUA

Digital Content and Product Manager

📍 Madrid Area, Spain, ES

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Areas of Expertise

Mobile and Digital Services

Digital Product and Content Management

Agile Technologies

Technology Support and Implementation

Team Management

Skills

English Fluency



Usual working language

Team Management



Clear Communication, Emotional
Intelligence, Organisation, Ability to
Delegate, Openness, Problem Solving

Interpersonal Skills



Active Listening, Collaboration,
Diplomacy, Empathy, Flexibility, Inspiring
Trust, Respect, Responsibility, Tolerance

Interests

Photography

Nature and The Outdoors

Fitness

Cinema

Travelling

Summary

I **lead by example**, demonstrating strong communication and collaboration skills, inspiring others to reach their potential and create their best work.

I am a committed, enthusiastic and goal oriented person. I also strive to make the most of my life outside of work.

I am an **English-Spanish bilingual** executive with more than 10 years of experience in **mobile and digital services**. With extensive expertise in **product and content management** and handling relationships with **key partners and cross functional teams**.

Work History

Dec 2018 - Present Content Manager - Telecoming, Madrid

Content Team Leader of the company's portfolio of International websites. Reporting to Product Director

- Oversee the production and maintenance of the company's subscription based international websites, ensuring the content is current, consistent, audience-appropriate and accurate.
- Guarantee the correct management and delivery of the team's prioritised tasks in the roadmap, manage the team's workload and the relationships with other IT and production managers

Sep 2017 - Dec 2018 Product Owner - Telecoming, Madrid

Responsible for a portfolio of digital mobile products and for maximising their value. Reported to Product Director

- Primary liaison and link between stakeholders, business managers, UX and IT teams to make sure the goals are clear and aligned with business objectives
- Work closely with business and UX teams to plan product strategy and support product development cycle. Create product roadmaps, prioritise needs and map out project dependencies to design the development sequence.
- Create and maintain the Product Backlog, prioritising and sequencing the backlog according to business value or ROI

Apr 2010 - Oct 2015 Digital Operations Manager - Acotel Interactive, Madrid
NYC based head office, Digital Entertainment & Mobile Services

Responsible of the Madrid Office and Spanish operations. Business development in Australia, France and Argentina. Reported to COO

- Implement new mobile payment solutions in B2C channels
- Manage new connections and migrations with international aggregators and carriers as well as day-to-day relationships
- Define and elaborate product profiles of new mobile services, including subscription process and billing logic
- Plan, launch and optimize mobile products coordinating the different departments involved: legal, development, graphic design and billing teams
- Coordinate with headquarters the launch of the Acotel's interactive agency in Madrid, including new hires and company legal/tax set up

Apr 2008 - Apr 2010 Content Manager - Acotel Interactive, Madrid

Responsible for Acotel Interactive Spain, Mexico and South Africa content merchandising on both web and wap platforms. Reported to Country Mgr

- Manage the planning, implementation and maintenance of content and promotions on Spanish and international web and wap sites
- Coordinate and implement the editorial calendar on web and wap sites
- Coordinate digital assets for ongoing campaigns and promos with legal and graphic design teams
- Identify new content providers, negotiate new agreements
- Establish and maintain relationships with partners including major music labels

- Nov 2007 - Apr 2008 **Marketing Coordinator - Zed Group, Madrid**
 Multiplatform digital entertainment company based in Spain
Development of new marketing plans and launching of new online products in Europe and USA. Reported to Corporate Content Manager
- Outline new web&wap product proposals to capture new users
 - Define and implement online CRM and email marketing campaigns
 - Analyse email metrics to improve open, click thru and conversion rates
 - Coordinate with the media and design teams to carry out online advertising campaigns
- May 2006 - Nov 2007 **International Product Coordinator (Account Manager)- Zed Group, Madrid**
Coordinate international product launches, web&wap and community activities. Reported to Corporate Content Manager
- Oversee subsidiary operations in UK, USA, Mexico, Spain, South Africa and Scandinavian countries
 - Coordinate and implement the editorial calendar on Spanish and international web and wap sites
 - Work closely with the graphic design, music, programming and development teams for new marketing campaigns
- Aug 1999 - Dec 2005 **Prior Experience**
- Project Coordinator, Transport for London, London
 - European Business Development Executive, AIG, London
 - Account Executive, ByA, Franchise Consultants, Madrid

Education

- 2015 - 2016 **Masters in Digital Marketing (English)**
 ESIC-ICEMD
 Final Project on Mobile Payments Graded 10
 Marketing, organisation and digital planning
 Marketing: Usability and SEO
 Digital creativity and SEM
 Digital current and emerging media
 Social media marketing
 E-Commerce
- 2001 **Advanced e-Business Management Program - IBM**
 Universidad Complutense de Madrid
- 1994 - 1998 **BSC In Business Administration**
 Universidad del País Vasco
 Specialization in Marketing

Personal Development

- 2018 **Product Owner and Business Agility**
- 2018 **Time Management and Effective Meetings**