

LUIS CARLOS BUONAFFINA MALAVÉ

Senior Digital Marketing & Performance Manager

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[LinkedIn Profile](#)

[Web / Portfolio](#)

PROFESSIONAL SUMMARY

Senior Digital Marketing & Performance Manager with over 15 years of experience leading growth strategies, performance marketing initiatives, and digital content development. Specialist in Google Ads optimization, SEO, and CRM management, with a proven track record of increasing ROI by more than 30%. Expert in Growth Marketing and Inbound Marketing, focused on user acquisition, conversion, and retention through data-driven decision-making.

CORE SKILLS

- Digital Strategy: Growth Marketing, Performance Marketing, Inbound Marketing, Lead Generation
- Performance & Analytics: Google Ads, SEM, SEO, Google Analytics, Conversion Rate Optimisation (CRO)
- Technology & Automation: CRM Management, Marketing Automation, AI Prompting
- Creative & Production: Content Strategy, Audiovisual Production, Augmented Reality, Project Management

PROFESSIONAL EXPERIENCE

Head of Content and Digital Marketing

AdemyPro Academy | Nov 2024 – Jul 2025

- Led the digital marketing strategy and content production for a bilingual educational YouTube channel.
- Executed Google Ads campaigns focused on subscriber acquisition and audience growth.
- Implemented SEO strategies that increased organic visibility and content discoverability.

- Managed CRM workflows to optimise acquisition funnels and KPI tracking.
- **Key achievements:** Increased ROAS by 40% and improved CTR by 25%, driving sustained growth of qualified subscribers.

Graphic Designer and Audiovisual Producer

Gatewaytic S.L. | Mar 2022 – Jan 2024

- Directed and produced Augmented Reality digital experiences for cultural institutions and museums.
- Coordinated technical teams, developers, and public institutions, ensuring usability and quality standards.

Marketing Director

European Digital Marketing | Aug 2016 – Mar 2022

- Led Inbound Marketing strategies and multi-platform digital acquisition initiatives.
- Managed SEO, SEM, Google Ads, and CRM campaigns focused on generating qualified leads.
- Conducted in-depth performance analysis and optimised conversion funnels.
- **Key achievement:** Increased conversion rates by over 30% through multimedia content optimisation.

Director and Post-Production Director

Canarias Te Ve S.L. | May 2003 – Jul 2016

- Directed and produced high-impact television programmes and advertising content.
- Supervised post-production workflows including editing, motion graphics, and VFX.

EDUCATION & CERTIFICATIONS

- Bachelor of Arts | University of Arizona, USA
- Diploma in Operations with Digital Enabling Technologies | CEOE, Spain
- Diploma in Digital Content Management and Dissemination | FUNDAE, Spain

TECHNICAL SKILLS

- Marketing: SEO, SEM, Google Ads, Google Analytics, CRM Systems, Inbound Marketing
- Design & Video: Adobe Premiere Pro, After Effects, Illustrator, InDesign, Cinema 4D
- Emerging Tech: AI Prompting, Augmented Reality (AR)

LANGUAGES

- English: C2 (Proficiency)
- Italian: Intermediate & Spanish: Native