



DAVID LAMUS APONTE

Account manager and media buyer with 9 years of working experience. From website tagging, goal setup, and strategy planning to execution, results analysis, and reporting. I work closely with the client and the media teams to achieve the client's goals. I have working experience in agencies with clients like Santander's Bank and Breitling, and within digital media like Google.

I was #1 from the Google Ads Sales/Performance Team for Agencies for LATAM Market, specialized in VAS (Value Added Services) Agencies and app download campaigns, reaching 500% of my revenue goal for 12 months in a row.

PERSONAL DETAILS

- Name**
David Lamus Aponte
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- Phone number**
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- Email**
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- Date of birth**
30/07/1977
- Gender**
Male
- LinkedIn**
<https://www.linkedin.com/in/davidlamus/>

SKILLS

- Passionate about excellence ★★★★★
- Goal oriented ★★★★★
- Measurement and analytical ★★★★★
- Ease of oral expression ★★★★★
- Leadership ★★★★★
- Teamwork ★★★★★
- Adaptability ★★★★★
- Autodidact ★★★★★

LANGUAGES

- English ★★★★★
- Spanish ★★★★★
- French ★

IT SKILLS

- Google Marketing Platform ★★★★★
- GA4 & Universal Google Analytics ★★★★★
- Google Tag Manager ★★★★★
- Datastudio & Datorama ★★★★★
- Facebook Ads ★★★★★
- Linkedin Ads ★★★★★
- Microsoft Excel ★★★★★



WORK EXPERIENCE

Apr 2021 - Present

Account Manager & Digital Media Planner [Paragone / Breitling, Madrid / Spain](#)

- Operate as the lead point of contact for all matters specific to the client
- Annual budget planning (18MM CHF) for 44 markets
- Manage, plan, and overview the different clients' acquisition channels (Paid Search, Shopping, Social, Display and Video, Email, Programmatic buying)
- Supervise the Ad Ops, and Media traders team, for the efficient campaigns forecast, set up, QA, optimizations and reporting
- Supervise Digital Marketing campaigns performance and statuses
- Forecast and track campaign's KPI's
- Cross-platform results analysis and reporting (GA4, Datastudio/Studio Looker, Datorama)
- Weekly meetings with the client, Ads Ops team and different media companies (Google, Meta, TikTok, Snapchat, LinkedIn, etc)
- Build and maintain strong, long-lasting team processes and relationships

Feb 2017 - Apr 2019

Digital Media Trader Sr. [Beyond Media Agency / Banco Santander, Buenos Aires / Argentina](#)

Management of digital marketing campaigns, both branding and performance, through the purchase of media and formats directly to the main media (newspapers, finance portals) search engines and programmatic as well as social media platforms (facebook, linkedin, youtube) depending on the campaigns goal. I overview the whole campaign execution having to supervise three different teams (AdOps, Web Design and Trafficking). Directly relationship with the client through weekly meetings.

Mar 2014 - Jan 2017

Google Ads Agency Development Manager [Google, Buenos Aires / Argentina](#)



EDUCATION

Sep 2011 - Dec 2012

Master in Science - Psychology [London Metropolitan University, London / UK](#)

Sep 2005 - Dec 2010

BA - Social Media Communication [Universidad Santa Maria, Caracas / Venezuela](#)

Jan 1999 - Jun 2004

BA - Psychology [Universidad Católica Andres Bello, Caracas / Venezuela](#)