



Antonio Martínez-Cattáneo

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PROFILE

Senior executive responsible for all aspects of digital strategies; development and execution of the digital vision, driving growth through online channels, and ensuring that companies use technology to its fullest potential.

Driver of the Digital Transformation; of businesses, technology and culture, with extensive experience in team leadership and the development of digital marketing projects, applying agile methodologies, and integrating processes and data.

SKILLS

Industry knowledge

Digital Business, Digital Marketing, Information Technologies, ERP, CRM, SEO, SEM, Photography.

Hard skills

Strategy, Creativity, Change management, Team management, Processes, Communication, Branding, Consumer Behavior, Customer Experience, UX, Sustainability.

Tools and Software

Adobe Creative Cloud, Vegas, HTML, CSS, Google Analytics, Google Ads, Facebook Ads, Office.

LANGUAGES

Spanish: Mother tongue
English: Bilingual

WORK EXPERIENCE

05/2021 - Today

Cattaneo Digital Innovation / Spain

DIGITAL DIRECTOR

- Delivered **digital and IT solutions** to more than **60 organizations**, including the design and execution of digital transformation strategies and digital marketing omnichannel plans, developing digital content, websites, photography, video, 3D graphics, branding, and e-learning solutions.

05/2015 - 04/2021

Cantabria Labs / Spain

DIGITAL DEVELOPMENT DIRECTOR & ART MANAGER

- Drove the Digital Transformation and Digital Marketing strategy of the company.
- Designed and launched a comprehensive worldwide **digital presence**: managed 20 international corporate and e-commerce websites. Paid Advertising marketing. E-Mail Marketing campaigns. Resulted in an 837% increase in lead generation.
- Achieved a top-5 position in digitalization amongst pharma companies in Spain in 2017.
- **Information Technologies**; proposed, lead, and launched consumer and employee targeted marketing Web Apps and implemented a database for over 400 product data, resulting in a more efficient and sustainable digital business model. Developed an e-learning platform enabling the delivery of training material to more than 25k professionals.
- **Digital culture**: designed the **digital training roadmap** for over 850 employees.
- In charge of the Corporate Social Responsibility (CSR) and Sponsorship initiatives, representing the company in staged public events.
- Launched the new cohesive corporate and product **brand identity, packaging, and marketing materials** for corporate brands. Increased brand awareness, ensured consistency, and drove to business growth.

06/1998 - 04/2015

ITP Aero / Spain

DIGITAL & E-LEARNING CONSULTANT

- Produced impactful marketing multimedia materials for Marketing and Sales.
- IT: Led successful R&D projects based on Augmented Reality and Virtual Reality.
- Developed Computer-based Training courseware and Maintenance Manuals.

12/1997 - 05/1998

Tecnobit Grupo Oesía / Spain

MULTIMEDIA DEVELOPER

- Created engaging Computer Based Training courseware and multimedia projects.

EDUCATION

2023 **Servicio Público de Empleo Estatal SEPE / Spain**

CERTIFICADO DE PROFESIONALIDAD EN DOCENCIA DE LA FORMACIÓN PROFESIONAL PARA EL EMPLEO

1997 **IED Istituto Europeo di Design / Spain**

PRODUCT DESIGN BACHELOR OF ARTS