

CARLOS ISTURIZ

38 years old



HEAD OF INTERNATIONAL GROWTH

Develop online revenue through qualified traffic, visibility, high ROI initiatives, conversion and loyalty.

KEY SKILLS

- + Trilingual - ES, FR, EN
- + IT Friendly
- + Webmarketing Expert

SEO Programmatic
 Social Networks CSS SEA
 CRM KPIs
 HTML ROI DMP
 Web Analytics

CONTACTS

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linkedin.com/in/carlos-isturiz-293343b/

WORK EXPERIENCE

HEAD OF INTERNATIONAL GROWTH Current

Campings.com | Montreuil

Launch and develop Campings.com in Europe, define international strategy and generate growth through media/partnership investments optimisations and social networks.



GLOBAL HEAD OF B2C TRAVEL Sept. 2015 - Dec. 2016

AXA Assistance | Paris & London

Launch and develop AXA Assistance B2C worldwide through strategic partnerships, set-up of an e-commerce platform and a close management of acquisitions channels, conversion and loyalty programs.



HEAD OF B2C AUSTRALIA Nov. 2013 - Mar. 2014

Allianz Global Assistance | Brisbane, Australia

Consulting Mission within the B2C Asia Pacific Strategic development plan: audit of current actions, define the strategy and implement the action plan.



ONLINE B2C MANAGER FRANCE June 2010 - July 2015

Mondial Assistance France | Paris

In charge of a team of 5, our objectif was to develop B2C revenue through web acquisition optimisations, conversion, loyalty and Social Networks.



B2C PROJECT MANAGER May 2009 - May 2010

Allianz Global Assistance | Paris



WEBMASTER Mar. 2007 - May 2009

Mondial Assistance France | Paris



FREELANCE WEB DEVELOPER Oct. 2005 - Mar. 2009

Siriutz | Paris & Dijon

EDUCATION

MASTER

University of Burgundy

European Media Markets Studies

Marketing, Digital Communication, Semiotic, Law

SKILLS

Digital / IT



Management



Webmarketing



B2C Strategy



FRENCH

Mother Tongue

SPANISH

Mother Tongue

ENGLISH

Fluent