

# Gonzalo Molina

Performance Marketing & International Growth

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## PROFILE

Performance marketing leader with 15+ years scaling user acquisition and revenue across international markets. Track record of building and optimizing growth engines in high-growth marketplaces and consumer apps spanning EU, US, LATAM, MENA, and APAC. Skilled at navigating matrix organizations, turning data into actionable local growth strategies, and influencing cross-functional teams to deliver results without direct authority. Deeply hands-on with AI tooling and automation, applying large language models, agentic workflows, and rapid prototyping to marketing operations and product development.

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## EXPERIENCE

### Performance Marketing Manager

May 2023 – Present

Avea Life — Longevity & Wellness

*Reporting to the Founder. Multi-market expansion across EU, MENA & APAC.*

- Own end-to-end paid acquisition strategy across 10+ international markets, managing six-figure monthly budgets across Meta, Google, TikTok, and programmatic channels
- Achieved 20% month-over-month growth during the first year by scaling high-performing channels and optimizing the full acquisition funnel
- Introduced an experimentation-first culture: deployed Instapage for rapid landing page iteration and built a structured testing framework across ads, creative, and offers — significantly improving CAC and LTV
- Collaborate cross-functionally with lifecycle, partnerships, and product teams to align acquisition with retention and LTV goals across culturally distinct regions

### Performance Marketing Manager

Mar 2020 – Mar 2023

Voicemod — AI-Powered Voice Technology

*Reporting to the CMO. Led the performance marketing function.*

- Achieved 40% revenue growth within first 6 months by restructuring channel strategy and scaling high-performing campaigns
- Designed and implemented an advanced multi-touch attribution data stack, enabling precise cross-channel measurement and budget allocation
- Partnered with product, creative, and data teams to improve ad-to-product conversion rates and reduce churn
- Managed multi-market campaigns across EU and US, adapting creative and messaging to local audiences

### Co-Founder

Nov 2017 – Jan 2020

Petits Mons — Art Gallery & Floral Studio, Barcelona

- Launched and operated a boutique retail business, managing P&L, operations, and customer experience end-to-end
- Designed and executed digital acquisition and retention strategies that drove consistent revenue growth
- Built foundational skills in business management, unit economics, and client relationship cultivation

**Acquisition Manager**

Wallapop — Mobile Marketplace (joined as employee #38)

*Built and led the performance marketing team from scratch.*

- Acquired 5 million quality users across EU and US markets through paid search, social, and programmatic campaigns
- Launched the company's marketing technology stack, improving attribution, reporting accuracy, and optimization speed
- Played a key role in scaling Wallapop to become Spain's #1 classifieds app during hyper-growth phase

**Senior SEM Consultant & Project Manager**

Apr 2013 – Oct 2014

MarketValley — Performance Agency, Barcelona

- Led a team of 4 account managers; achieved 30% YoY revenue growth for Desigual (primary client)
- Built a data stack for enhanced campaign performance measurement and cross-channel optimization

**Online Marketing Manager**

Sep 2012 – Mar 2013

MediaHome Internacional

- Drove growth via performance campaigns across key EU markets; integrated offline conversion tracking and A/B testing frameworks

**Search & Social Media Manager**

Feb 2010 – May 2012

IMS Corporate

- Founded and led the Search & Social Media department; managed a team of 5 analysts across multiple client accounts

**Performance Marketing Analyst**

Feb 2009 – Oct 2009

Starcom MediaVest Group — Buenos Aires, Argentina

- Launched and led the search department for LATAM; developed SEM strategy for General Motors, P&G, Disney, and Kraft across regional markets

**SEO / SEM Consultant**

Oct 2005 – Aug 2008

MOD Studio

- Managed 800+ SEM campaigns across multiple countries and verticals

**EDUCATION****Licenciado en Publicidad (Advertising)**

Universidad de Palermo, Buenos Aires — 2005–2009

**LANGUAGES****Spanish:** Native    **English:** Fluent (C2)    **Portuguese:** Professional**CORE COMPETENCIES**

International Growth Strategy    Paid Acquisition (Meta, Google, TikTok)    Multi-Market Campaign Management  
 Funnel Optimization & CR%    Attribution & Marketing Tech    CAC/LTV Analysis    Cross-Functional Influence  
 Data-Driven Decision Making    Budget Management (Six-Figure Monthly)    A/B Testing & Experimentation  
 Marketplace & Consumer Apps    Project Management    AI Tooling & Automation  
 Experimentation & Testing Frameworks