

A person is shown from the side, sitting at a desk. They are using a laptop and a smartphone. The laptop screen displays a website with text and images. The smartphone screen shows a social media or messaging interface. The entire scene is overlaid with a semi-transparent blue filter. The person's hands are visible, interacting with the devices.

# Fer Chiarri Briz

*Professional portfolio*

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2024



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# Intro

## In a few words

I'm Fer, a digital marketing specialist focused on delivering tangible results for B2B and B2C companies. My work revolves around designing and implementing strategies that drive growth towards specific goals, optimizing every stage of the process to maximize return on investment and create a measurable impact on my clients' businesses.

## Where I come from and what I do

Graduated in Business Administration, with a master's degree in Business Internationalization and a master's degree in Start-up Creation. Nearly 15 years in the market, which seems to have gone by in a flash; from my first steps in the financial world to diving into exploring new markets that drove me to learn, to venture, and to enjoy marketing.

Marketing and sales are my day-to-day focus, and my skills range from online positioning and reputation to performance, especially search and display advertising, to help my clients achieve their lead generation goals in B2B environments or their direct sales objectives in B2C environments.

My particular approach to each project starts with proper client expectation management and is supported by a highly practical and transparent work methodology that I have developed from my own experiences.

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# Objectives & Services



Increase sales



Attract and acquire new customers



Generate qualified leads



Improve online positioning and/or reputation



Professionalize the marketing and sales team



Stand out from the competition

## **Campañas en Google**

Search and display advertising campaigns focused on results and conversion - performance.  
Setup of measurement and analytics systems.

## **META Campaigns**

Performance-driven advertising campaigns supported by audiovisual content.

## **SEO Positioning**

Optimization actions to increase visibility, traffic, and organic conversion through search engines, namely Google.

## **Marketing and Sales Training**

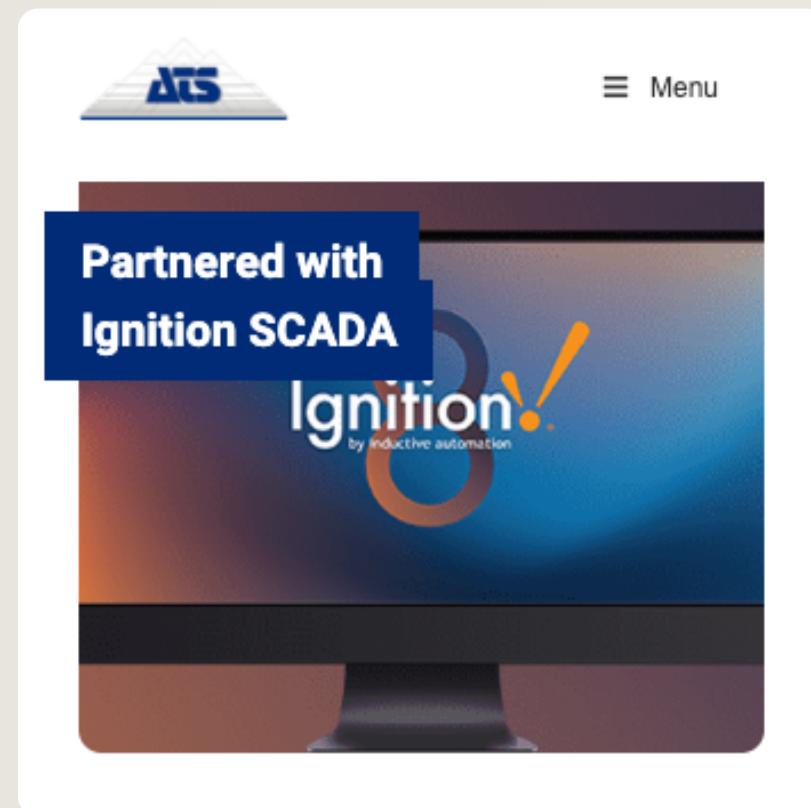
Customized training programs designed for marketing and sales teams.

# Experiences



## 01. Global SEO

From managing SEO to becoming the marketing manager at the world-leading platform for tattoo courses



## 02. Lead Generation through Search Campaigns

The depth of KPIs and the value of coordinated work between marketing and sales teams



## 03. Marketing Audit and Training

To strengthen the online channel of the second-largest gas distribution company in Spain



## 04. Meta sales campaigns Working with a limited budget and tackling seasonality for a private label e-commerce store

# 1.1

## From managing SEO to becoming the head of the marketing department at 10 Masters

10 Masters is a global online training platform for realistic style tattoo artists. Through its online platform, it sells courses worldwide and around the clock, with a media budget of over €200K per year and a marketing team of 7 people involved.

### Evolution of achieved milestones:

- In April 2022, I began managing SEO as the head of the organic channel.
- In May of that same year, organic traffic was below 10,000 users per month, accounting for 14% of the total site traffic and contributing 22% of sales.
- Twelve months later, in May 2023, monthly traffic exceeded 30,000 users, representing a 300% year-over-year growth.
- By December 2023, organic traffic surpassed 60,000 users per month (100% growth in 6 months), solidifying itself as the primary traffic channel for the site.
- With this volume of traffic, sales from the organic channel had increased and now accounted for 33% of total sales. However, the reality was that its conversion rate had suffered during this rapid growth.
- Therefore, throughout 2023, efforts focused on improving the channel's conversion by enhancing content with strategic non-branded keyword sales.
- As a result, by April 2023, the conversion rate matched the highest level from the previous year, but with a traffic volume five times higher, and continued to improve in the following months, thereby maximizing the return on the increase in organic traffic.

In September 2023, I transitioned from managing SEO to becoming the marketing manager of the company, responsible for all sales channels as well as the activation of new sales channels, coordinating the marketing team and reporting directly to the CEO.

# 1.2

## From **managing SEO** to becoming the **head of the marketing department at 10 Masters**

### The Keys:

- **Technical SEO:** in a custom-developed, multilingual site, technical SEO always presents a challenge due to the continuous changes on the site and the errors that constantly arise, which need to be monitored and corrected. In my opinion, managing technical SEO is a necessary condition for improving organic rankings, but it is by no means sufficient to turn it into a channel that contributes quality and sales to a business.
- **Content Strategy:** it is the fundamental key that makes the difference. Betting on a content strategy that supports the non-branded keywords identified in my studies, including both educational and transactional content, was crucial for this project. This was not a solo effort; I was fortunate to collaborate with the content team, and it is thanks to this teamwork that we achieved significant improvements in traffic quality so effectively. **Kudos to the entire team!**

Money Keywords Ranking (Non-Branded) May 23 - January 24

<input type="checkbox"/> PALABRAS CLAVE (1 - 93 DE 93)	MAY-13	ENE-08
<input type="checkbox"/> > curso online tatuaje	8	1 → 7
<input type="checkbox"/> > realistic tattoo course	1	1
<input type="checkbox"/> > realistic tattoo training	1	1
<input type="checkbox"/> > curso tatuaje online	26	2 → 24
<input type="checkbox"/> > drawing for tattoo artists	6	2 → 4
<input type="checkbox"/> > tatuarse las pecas	20	2 → 18
<input type="checkbox"/> > drawing for tattoo artists	6	2 → 4
<input type="checkbox"/> > curso tatuaje online	24	2 → 22
<input type="checkbox"/> > colour realistic tattoo	4	2 → 2
<input type="checkbox"/> > tattoo training course	6	3 → 3
<input type="checkbox"/> > tattoo course	5	4 → 1
<input type="checkbox"/> > cursos de tatuajes online	9	4 → 5

## 2.1 Responsible for **international search campaigns** for lead generation at **ATS Global**

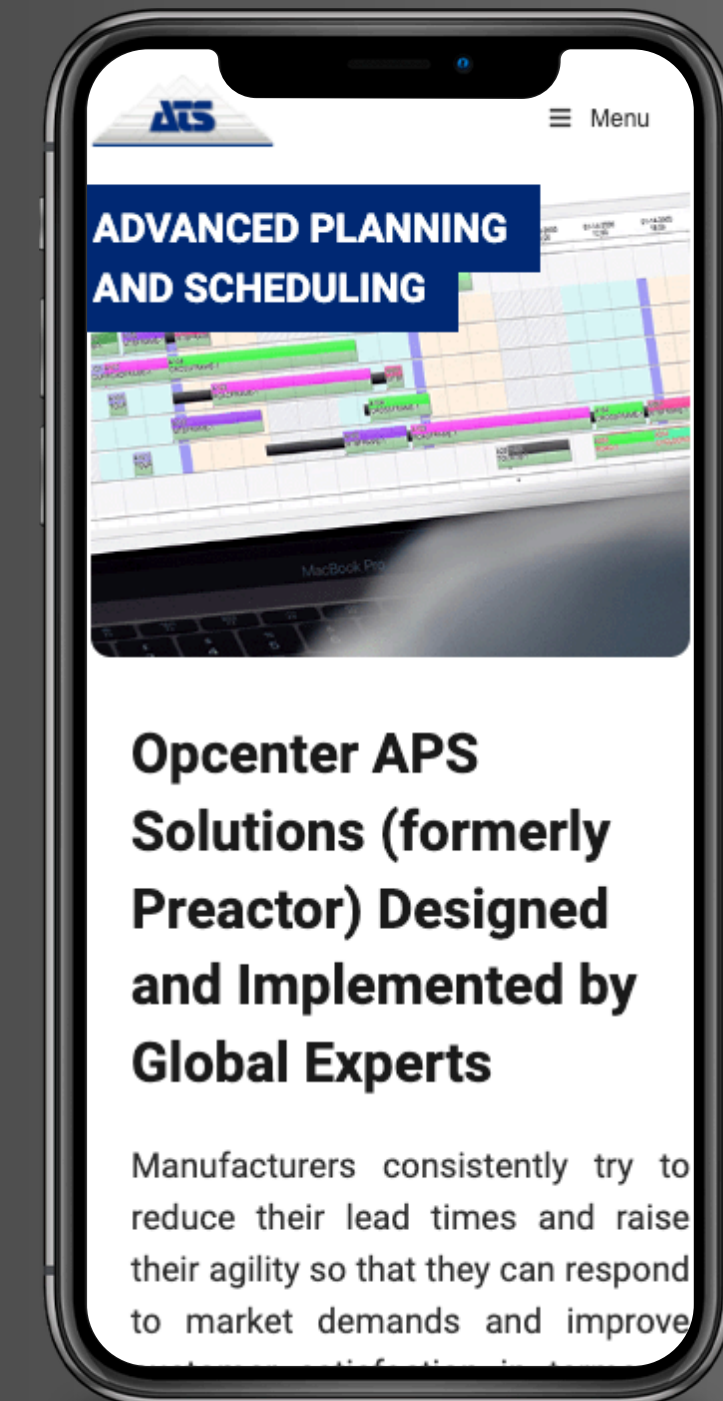
ATS Global is a company specialized in automation and industrial control solutions, focused on the digital transformation of production processes. With a presence in multiple countries and a broad portfolio of clients across sectors such as manufacturing, automotive, food and beverages, and pharmaceuticals, its business model is based on providing consulting, technology implementation, and maintenance of industrial solutions, helping to optimize the operational efficiency of its clients.

For ATS Global, I provide search campaign management services on Google - Google Ads - aimed at lead generation.

With an annual budget of over €50K allocated to these types of campaigns, my work encompasses the strategy from the briefing, campaign design, configuration, and ongoing optimization, all aimed at generating leads for various solutions offered by the company.

The campaigns deliver ads in different countries across Europe, America, Asia, and Oceania.

It is a B2B environment where sales rely heavily on the various sales teams spread across all international subsidiaries. The sales cycles are long, and the services they provide are of high value. The centralized marketing team supports the sales teams by providing leads at the top of the funnel for qualification and subsequent commercial follow-up.



# 2.2

## Responsible for **international search campaigns** for **lead generation** at **ATS Global**

### Evolution of achieved milestones:

- In June 2023, I joined the project. At that time, the Google Ads campaigns were driving traffic to the site but were aimed at multiple types of conversions, making it difficult to assess their effectiveness and contribution to the business pipeline.
- We then focused on optimizing the landing pages for lead conversion and improving tracking of conversion goals in Google Ads and Analytics, unifying the evaluation criteria for campaigns based on the completed registration forms on the landing pages.
- We started with 2 campaigns for 5 countries. To date, we have expanded to 6 campaigns, of which 4 are still active and generating leads regularly across 6 countries, with additional countries currently under study for future active campaigns.
- So far this year, over 160 leads have been generated through these campaigns, making it the third strongest channel for lead generation, behind organic and direct channels, but with the best conversion rate on the site.

### The Keys

- **Tracking, measurement, and analytics.** The reliability of data and working with clear objectives is one of the most important keys in lead generation projects. Before creating the first campaign, we made the necessary configurations (in the newly launched GA4) to track key business data, simplify, and measure conversions.
- **Optimize landing pages, prevent leaks, and implement filters for spam and bots.** The landing pages were adapted to eliminate escape routes, include calls to action, and provide the necessary content, as well as implement measures to prevent bots from undermining the performance and measurement of the campaigns.
- **Involving expert teams in the conceptualization of campaigns,** as a key support in keyword research and tailoring ad copy for each market.
- **WHAT MAKES THE DIFFERENCE: Continuous monitoring and involvement of the marketing team.** In this project, monitoring is conducted daily, and we hold weekly meetings. During these meetings, we share the leads reported directly from the campaigns along with feedback from the marketing and sales teams. Considering that the sales closure processes can take months, having visibility into the entire process helps evaluate each campaign in terms of actual profitability related to the business. Moreover, this feedback is crucial for the manual optimization of the campaigns and their ads.



# 3

## Marketing Audit, online strategy design, and in-house training for the Nortegas Sales Team and Network

Nortegas is the second-largest natural gas distributor in Spain, primarily dedicated to the transportation and distribution of natural gas through its infrastructure network. As a natural gas distributor, Nortegas does not sell gas directly to end users but instead handles the transportation and distribution of gas through its network. Its relationship with gas retailers is crucial, as these are the companies that purchase the gas and sell it to consumers (households, industries, and businesses).

### Services Provided

- **Marketing audit with a focus on online channels:** Analyzing the digital marketing actions carried out by the company, auditing the positioning of the site, its social media, and its digital advertising platforms. Evaluation of the analytics and advertising tools used, along with recommendations for best practices applicable to their business model.
- **In-house training for the team,** focused on the Sales and Marketing Management of the company. Tailored content for monitoring and analyzing analytics, as well as digital marketing practices aligned with their business model. This training was also extended to some of their partners as part of the support Nortegas provides to its network of retailers.



# 4

## Advertising Campaigns on Meta aimed at selling private label school robes

Batas de colegio originales is an online store that sells school robes and accessories. These are personalized products handmade in an artisan workshop, resulting in limited production, and their sales season is concentrated over a few months each year. During the pre-back-to-school season, 90% of the stock is sold, and since it is a highly customizable product, sales and production occur almost in real time.

I have been working on online advertising for BCO for the past five years, focusing on direct product sales.

With a very tight advertising budget and a strict pricing policy that makes it less competitive on certain platforms, we have found that display advertising on the Meta platform is the key to generating sales during a very specific season, subject to production and availability constraints that hinder conversion. Nevertheless, we have managed to improve the conversion rate, sales volume, and campaign profitability year after year, achieving a **ROAS of over 10 for almost the entire season.**

Additionally, each year we are extending this season both before and after the school term, helping to desaturate the sales cycle, facilitating production efforts, and ultimately lengthening the sales period.



# Testimonials

Contact information for references available upon request.

*"I would highlight the ability to understand my business and adapt marketing strategies to my specific objectives. We have noticed a clear increase in traffic and conversions on our website. Communication is smooth and transparent, which gives us a lot of peace of mind. I always recommend them whenever I have the opportunity."*

**Clara del Río | Global Marketing Manager at ATS Global**



*"With Fer's help and guidance, we took our first steps to launch our online sales channel. In the initial phase, he provided us with the necessary training to get started, highlighting his excellent communication skills and ability to convey the fundamental concepts of this discipline. In the second phase, he helped us improve our campaigns by optimizing resources and results."*

**Xabier Artolozaga | Director Comercial at Nortegas**



*"We have been working with Fer for years on customer acquisition and ad hoc campaigns. He is very resourceful, quick, and flexible. Trusting and delegating tasks to someone in areas you don't control is not easy, but Fernando makes it so."*

**María Fernández | Co-founder at Kietoparao**



*"Fer started managing the Ads for Exel after we worked with several agencies, and finally, someone found the right approach. Three years later, he continues to bring us quality leads at a very affordable cost for our sector. Without a doubt, it has been a great decision to have him on board."*

**Alex Muñoz | CEO at Exel Eventos**





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# CONTACT



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