

PATRICIA ALCAIDE

PERFORMANCE MARKETING | PAID MEDIA & ACQUISITION

PROFESSIONAL SUMMARY

Performance Marketing professional with over 14 years of experience in digital acquisition and international markets. Specialised in multichannel strategies, advertising budget management, and CPA and conversion optimisation. Experienced in Google Ads, Meta Ads, analytics, and agency coordination, with a strategic, results-driven approach.

PROFESSIONAL EXPERIENCE

Digital Marketing | Project-Based Collaborations Jan 2026 - Present

- Provide strategic support to a marketing agency, including campaign audits, optimisation, and troubleshooting for client accounts.

Head of Performance | Adalab Aug 2024 - Dec 2025

- Defined acquisition and growth strategies across paid, organic, and partner channels.
- Coordinated SEM, SEO, and content agencies, aligning their activities with lead generation objectives.
- Increased qualified lead volume by 20% compared with the previous year.

Performance Marketing Manager | Computrabajo Sep 2017 - Aug 2024

- Developed multichannel acquisition strategies across international markets using Google Ads, Meta Ads, Microsoft Advertising, Apple Search Ads, and TikTok Ads.
- Managed an annual advertising budget of over €3 million.
- Restructured accounts and funnels to improve campaign efficiency and optimise CPA.
- Increased conversions by 40% over the period managed.

Media Buyer | ABA English Oct 2016 - Sep 2017

- Managed acquisition and re-engagement campaigns across international markets, collaborating with data, content, and design teams.

SEM Consultant | Marketvalley Jan 2012 - Oct 2016

- Managed SEM campaigns, reporting, and client relationships for brands including FC Barcelona, Desigual, Elsevier, and Grup Julià.

EDUCATION

Master's Degree in AI Applied to Business, Marketing and Sales | IEBS Nov 2025 - Jul 2026

Bachelor's Degree in Business Administration | (UAB) Sep 2003 - Jun 2008

SKILLS & TOOLS

Paid Media: Google Ads · Meta Ads · Microsoft Advertising · Apple Search Ads · TikTok Ads | **Analytics:** GA4 · GTM · Looker Studio | **CRM:** HubSpot | **AI:** Generative AI

LANGUAGES

Spanish · Catalan · English (B2)