



Sofia Reyes

Growth Marketing Manager
✉ sofia.reyes@example.com
☎ +1 (202) 555-0115
📍 Barcelona, Spain
🌐 sofia.reyes@example.com

Skills

Growth

Lifecycle marketing, Paid search, Conversion testing

Analytics

GA4, Looker Studio, Attribution

Content

Campaign strategy, Email, Landing pages

Education

Universitat Pompeu Fabra

BA
Marketing & Communications
2013 – 2017

Certifications

Digital Marketing & E-commerce Certificate

2024
Google

Languages

English

Fluent

Dutch

Conversational

Community

Community Skills Network

2023 – Present
Help a youth education charity plan fundraising communications and measure campaign performance.

Interests

Street photography

Summary

Growth Marketing Manager with eight years of experience in customer acquisition and growth. Combines thoughtful problem solving with hands-on delivery, clear communication and a strong focus on measurable outcomes. Trusted partner to multidisciplinary teams, with a track record of turning complex challenges into practical improvements for customers and colleagues.

Experience

Lumen Learning Barcelona, Spain
Growth Marketing Manager 2022 – Present

- Owned acquisition strategy across five markets, increasing qualified trial registrations by 38% year over year.
- Rebuilt onboarding email journeys to improve trial-to-paid conversion from 11% to 17% in two quarters.
- Managed a EUR 650k annual media budget and reduced blended acquisition cost by 22% through testing.

Brightside Digital Barcelona, Spain
Growth Marketing Coordinator 2019 – 2022

- Planned integrated campaigns for education, travel and subscription brands across paid and organic channels.
- Built a repeatable landing page testing programme that improved conversion across six core funnels.
- Aligned creative, sales and analytics partners around weekly performance reviews and clear learning goals.

Westbridge Partners Barcelona, Spain
Associate, Customer acquisition and growth 2017 – 2019

- Supported client projects from research and planning through delivery, building a strong foundation in customer acquisition and growth.
- Maintained accurate project documentation, coordinated stakeholder feedback and presented clear recommendations to senior colleagues.

Projects

Learn Together Referral Programme 2025
Launched an ambassador and referral experience with segmented messaging. Referred customers achieved 24% higher retention than paid acquisition cohorts.

Team Knowledge & Practice Library 2024
Developed practical templates, examples and onboarding resources for customer acquisition and growth. Shared lessons through monthly peer sessions and made proven approaches easier to reuse.

Activation Experiment Series 2023
Tested clearer value propositions and onboarding messages across three customer segments. Shared experiment results with product and sales teams, turning campaign insights into practical improvements across the full customer journey.