

MANUEL DORTA



SEO & GROWTH LEAD | STRATEGY, CONTENT, CRO & DATA

Growth & SEO Lead with 10+ years of experience driving organic acquisition, conversion optimization and data-driven growth for SaaS products, ecommerce brands, agencies and digital businesses.

Expert in designing growth roadmaps, optimizing activation funnels, building scalable content architectures, and integrating SEO, CRO, UX and analytics into high-impact strategies.

Strong cross-functional collaborator with product, engineering, marketing and data teams.

Strategic mindset + hands-on execution + measurable outcomes.

CONTACT: +34 689 807 263 | HOLA@MANUELDORTA.COM | MANUELDORTA.COM | BCN

EXPERIENCE

HEAD OF E-COMMERCE (TFN)

THE SOAP HOUSE | BEAUTY & CARE

2015 - PRESENT

Responsible for E-commerce with a focus on SEO, UX, CRO, Growth, Performance, Analytics.

Results: +70% annual organic traffic and +55% e-commerce conversion (2024-2025)

HEAD OF SEO & WEBSITE (BCN)

REPSCAN | LEGAL TECH

2024 - 2025

Website Manager focused on SEO, UX, CRO, and Analytics.

Results: 60% increase in top 10 keywords and +40% average CTR in 6 months.

ACCOUNT DIRECTOR | DIGITAL MKT (BCN)

IKI GROUP | ADVERTISING AGENCY

2023 - 2024

Responsible for developing and implementing strategies for high-profile digital campaigns.

Results: 25% reduction in delivery times and 40% improvement in process efficiency.

Clients: Carglass España (Belron), Yamaha (Yamaha Corporation)

DATA CONSULTANT | DIGITAL MKT (BCN)

BBDO & PROXIMITY ESPAÑA | ADVERTISING AGENCY

2021 - 2023

Data analyst and metrics-based strategies for advertising campaigns.

Results: 30% increase in digital conversion and customer journey optimization.

Clients: Škoda Spain (Volkswagen Group), PRO Service (Volkswagen Group) y Jack Daniel's (Brown Forman Group)

EDUCATION

ONLINE MKT AND ADVERTISING (BCN)

EAE BUSINESS SCHOOL - MASTER'S DEGREE

2020 - 2021

COMMUNICATION STRATEGY DESIGN (BCN)

ELISAVA - POSTGRADUATE

2016 - 2016

MARKETING AND ADVERTISING (TFN)

CÉSAR MANRIQUE | DEGREE

2013 - 2015

Graduation Mention: Final project award

CERTIFICATIONS

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION

2025 - 2026

GOOGLE ADS SEARCH CERTIFICATION

2025 - 2026

LANGUAGES

Spanish (Native), English (C1), Catalan (A1)

SKILLS

- Flexibility
- Communication
- Planning
- Teamwork
- Critical Thinking
- Problem Solving
- Negotiation
- Business Strategy
- CMS (Wordpress, Adhoc)
- CRM (Sales Force, Woocommerce)
- CRO (Optimize, Hotjar)
- SEO (Screaming Frog, GA4)
- SEM (SEMRush, Google Ads)
- UX (Figma)
- Emailing (Mailchimp)