



# SARA NEGRIN

PRODUCT MARKETING MANAGER -  
PPC SPECIALIST

## About Me

I discovered my passion for marketing through a desire to create products that resonate deeply with people. This led me to Product Management, a field where my drive to innovate and build new things really thrives. I enjoy working with clients to understand their needs and making data-driven decisions to deliver impactful results.

## Contact

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- 📍 Tenerife, Spain

## Skills

- Advertising (Google Ads & Meta Ads)
- Data Analysis
- Tag Management
- Market Research
- Strategic Thinking
- Website Design

## Certifications

2023 | Google Digital Academy

Google Ads Certifications - Search & Display

Google Analytics Certification

## Experience

**Product Marketing Manager - PPC Specialist (Freelancer)** 2020 - Present

### CUQUIGAMES SLU

- Drove app growth through content creation, market analysis, and digital marketing strategies, focusing on user acquisition and revenue maximization.
- Executed targeted advertising campaigns, achieving over 1,000 app downloads.
- Optimized app visibility and user engagement through App Store Optimization and continuous product development insights.

**Digital Marketing Specialist - PPC Specialist** 2022 - 2024

### CAETSU TWO

- Managed around 25 PPC campaigns for the automobile industry and various sectors, enhancing client presence both regionally and internationally through Google Ads.
- Conducted keyword research, optimizing campaigns to maximize conversions.
- Utilized data analytics to drive strategic decisions, leading to cost-effective campaigns and improved marketing strategies.

**Google Ads Specialist** 2021 - 2022

### TECH Universidad Tecnológica

- Managed Google Ads campaigns, including Display, YouTube, Search, and Performance Max, tailored to enhance user reach and engagement.
- Developed and maintained remarketing audiences to bolster campaign efficacy and audience targeting.
- Collaborated with a diverse team to ensure seamless campaign optimization and performance.

## Education

**Bachelor's degree Marketing and Market Research**

OPEN UNIVERSITY OF CATALUNYA

- Bachelor's Dissertation: Xiaomi's Marketing Plan. Developed a marketing global-focused plan aimed at growing their digital and offline presence.