

# PABLO GARCIA CARDONE

Buenos Aires, Argentina | [pgarciacardone@gmail.com](mailto:pgarciacardone@gmail.com) | +54 9 11 68269174  
[linkedin.com/in/pablo-garcia-cardone/](https://www.linkedin.com/in/pablo-garcia-cardone/) | [pablocardone.com](http://pablocardone.com)

## Senior Global Marketing & Analytics Consultant

Results-driven **Senior Marketing & Analytics Consultant** showcasing six years of crafting compelling employer branding strategies and executing targeted marketing campaigns across diverse industries. Proven track record of devising innovative strategies to reduce time-to-fill rates, boost conversion rates, and increase ROI. Proficient at utilizing data and analytics to measure the success of marketing efforts and providing actionable insights for continuous improvement.

### Career Highlights:

- Promoted twice in two years at Arm, elevated role from basic insights to overseeing four strategic pillars.
- Founded a profitable e-commerce business, achieving a consistent 20% ROAS after the 3rd month.
- Spearheaded the expansion of an online student recruitment startup, boosting student sign-ups from 14 to over 80 annually and an annual revenue increase from £22,000 to over £240,000.

### Core Competencies

*Marketing Strategy | Employer Branding | PPC Campaigns | SEO Strategies | Web Development | Email Marketing | Social Media Management | User Experience | Job Marketing | Content Creation | Data Analytics | Employer Value Proposition | Paid Advertising | Candidate Engagement | Diversity Marketing | Events | Videos | Data-Driven Decision-Making | Funneling | Metrics Tracking | Product & Market Research*

## PROFESSIONAL EXPERIENCE

### Arm | Cambridge, UK

Dec 2021 – Present

#### Senior Global Marketing & Analytics Partner (October 2023 - Present)

#### Global Marketing & Analytics Partner II (October 2022 - October 2023)

#### Global Marketing & Analytics Partner I (December 2021 - October 2022)

Promoted twice in two years into a senior role to cover four strategic pillars while growing the team to four Marketing & Analytics Specialists. Led engagement strategy, email campaigns, event creation, and tracking to support talent acquisition across 13 different countries. Contributed to reducing time-to-fill rates from 116 days to under 56 days.

- Served as an Insights and Analytics Leader by implementing Power BI dashboards and a business updates database, generating 80 monthly global insight reports and project-specific analytics.
- Established 80 talent pool campaigns across 13 countries, attracting over 1,000 annual candidate applications with a 25% average conversion rate.
- Provided strategic guidance overseeing PPC campaigns on Facebook, Google, Instagram, and LinkedIn with a yearly budget exceeding £300K, achieving a reduced average CPC of £0.30 and driving an increase in applications.
- Revamped social media growth strategies by introducing tracked network growth strategies for organic growth, targeted social posts, digital events, internal referral campaigns, digital collateral, amongst others.
- Doubled the conversion rate for hires from organic campaigns year-over-year by boosting organic impressions from 150,000 to 340,000 and organic applications from 25,000 to 65,000 annually.
- Strategically planned external events across the UK, US, and Norway to drive initiatives including strategic partnership review, competitor analysis, document redesign, and market research.
- Refined strategic partnerships for Early Careers and Experienced Hires, supporting with streamlining a portfolio of 30 organizations to less than 20, leading to more impactful business partnerships and optimizing budget utilization.

### De Montfort University | Leicester, UK

Nov 2019 – Nov 2021

#### Applicant Relationship Manager

Served as a strategic collaborator with the International Student Office and senior stakeholders, engaging with over 2,000 potential international students.

- Surpassed the conversion target for the Americas region by 100%, leading to an expanded role managing Europe and the Middle East.
- Implemented streamlined data tracking processes through Excel spreadsheets and pivot tables while ensuring a 100% accuracy rate in data reporting.
- Delivered a 70% increase in qualified leads by conducting extensive market research, identifying and leveraging new trends in student recruitment, and utilizing market insights to optimize recruitment channels.
- Collaborated with team members on strategies, including the launch and management of new online student events.
- Implemented engagement initiatives, leading to a 300% increase in student participation in recruitment through a newly launched "Unibuddy" system.

**My Goal Physique | Leicester, UK****Feb 2020 - Dec 2020****Founder**

Pioneered the design and development of a profitable e-commerce website, resulting in a successful sale.

- Achieved an over £20,000 increase in website valuation through strategic enhancements.
- Executed marketing and promotion strategies, managing a monthly ad spend exceeding £5,000.
- Maintained a 20% average ROAS while testing and optimizing marketing campaigns on Google, Facebook, Instagram, and Pinterest.
- Implemented SEO strategies, driving website traffic from zero to over 4,000 monthly visitors.
- Achieved a 25% average bounce rate reduction, enhancing user engagement and search engine visibility.
- Expanded from a single-product store to over 50 products and three subscription-based services, delivering a 50% growth in revenue.

**Erskine Murray Insurance Brokers | Leicester, UK****Apr 2019 - Jun 2019 (project-based contract)****Schemes Assistant Manager**

Collaborated with the Schemes Manager and underwriters to streamline the data transfer process, enhancing efficiency and accuracy in information handling.

- Executed a data validation and quality improvement project within half of the established deadline, ensuring data integrity and reliability without any errors.
- Cultivated client relationships to optimize credit control position.
- Completed ad hoc tasks as directed by the Schemes Manager on key account projects, ensuring flexibility and responsiveness to evolving project needs.
- Contributed valuable insights and support to key account projects, aiding successful project outcomes.

**Edu4u | Leicester, UK****Jan 2018 - Nov 2018****International Relationships Advisor**

Led the expansion of an online student recruitment startup through strategic PPC campaigns and organic SEO efforts.

- Grew student sign-ups from 14 to over 80 per year, boosting annual revenue from £22,000 to over £240,000.
- Established three key University partnerships by fostering communication and collaboration between students and academic institutions.
- Strengthened the startup's network, enhancing its credibility and positioning within the education sector.
- Drove website development, contributing to a user-friendly interface and improved functionality.
- Grew monthly website traffic to 10K+ visits, optimizing the online presence and expanding the platform's reach.

**EDUCATION****Master of Science (MSc) in Data Analytics****De Montfort University, Leicester, UK: 2021**

- **Grade:** Distinction (equivalent to 4.0 GPA).
- **Award:** Winner of 2021-2022 Chinese CSC full 5-year scholarship to study a PhD focused on Grey System Theory and Applications at Nanjing University of Aeronautics and Astronautics, China - Ultimately declined the scholarship as decided to work full-time in the UK.

**Master of Science (MSc) in Risk Management****De Montfort University, Leicester, UK: 2020**

- **Grade:** Distinction (equivalent to 4.0 GPA).
- **Award:** Winner of DMU's High-Achiever Scholarship 2021, which I used to study a MSc in Data Analytics.

**Bachelor of Arts (BA Hons) in Business & Management****De Montfort University, Leicester, UK: 2019**

- **Grade:** First Class (equivalent to 4.0 GPA).
- **Award:** Winner of DMU's High-Achiever 2020 Scholarship, which I used to study a MSc in Risk Management.

**ADDITIONAL CREDENTIALS****Technical Skills:**

Power BI, WordPress, Gimp, Google Analytics, HTML, CSS, Javascript, Bootstrap, Tailwind, Sass, MongoDB, Mongoose, Webpack, Git, Github, Visual Studio Code (VS Code), Lightroom, Adobe Acrobat, Gimp, Microsoft Office (Word, Excel, PowerPoint), SEM, SEO, PPC/Facebook/Google Ads

**Languages:**

English, Spanish, Mandarin

**Interests:**

Traveling, Rock Climbing/Bouldering, Reading, Fitness