



## Omar Díaz Reyes

### Marketing Director | Growth & GTM Leadership |

Capital-Efficient Scaling | Multi-Market Expansion

Madrid, Spain | Spanish & EU Citizen

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### Most Recent Positions

Marketing Director & CCO at Imaginarium (2019-2022)

Head of Marketing at Blue Finance Ibérica S.L (2022-2025)

### Core Expertise

Revenue-Aligned Marketing Strategy

Go-to-Market & Market Positioning

Growth in Capital-Constrained Environments

Brand Transformation & Relaunch

Funnel Optimization & Lifecycle Strategy

Marketing & Growth leader with 15 years of experience in Digital Marketing and 6 years in leadership roles in Spain as Head of Marketing and Marketing Director across fintech, retail and digital businesses in European and LATAM markets in turnaround contexts. Specialised in capital-efficient growth, acquisition, lifecycle, conversion, pipeline contribution, cross-functional leadership and sustainable scaling.

## Professional Experience

### Head of Marketing

Blue Finance Ibérica S. L. (Fintech Alternative Lending) | Spain | 2022 - 2025

- Led the creation and launch of a new brand in a regulated financial environment, designing the comprehensive 360° branding and digital marketing strategy.
- Redesigned acquisition strategy shifting from volume growth to LTV-driven expansion under funding uncertainty, achieving +40% qualified lead acquisition.
- Built automated lifecycle and CRM frameworks aligned with Collections, driving +50% repeat purchase rate in 6 months and increasing revenue retention.
- Coordinated a cross-functional team (BI, Collections, Technology, and external agencies) and collaborated with marketing teams in Denmark and Poland, reporting to the Country Manager.
- Optimized CAC and ROI through disciplined multi-channel attribution models and budget prioritization.

### Marketing Director

Imaginarium (International Retail & E-commerce) | Spain, Portugal and Greece | 2021 - 2022

- Directed full brand relaunch across three European markets, redefining positioning, messaging and customer journey.
- Increased conversion rate from 0.96% to 1.2% and +11% AOV through UX redesign, SEO migration and funnel optimization.
- Delivered 280% ROI in digital campaigns within 8 months with full campaign accountability.
- Developed brand assets, creative guidelines, and campaign materials for seasonal launches.
- Led cross-functional steering with Retail/Ecom/Product to align commercial calendar, CX and brand relaunch across 3 markets.
- Managed cross-functional teams of 15+ and agency partners.

### Chief Content Officer

Imaginarium (Europe and LATAM) | 2019 - 2020

- Defined multi-country content strategy aligned with commercial milestones across Europe and LATAM.
- Coordinated cross-functional teams (15+ people) and agencies across 5 markets to strengthen brand consistency and performance marketing integration.
- Executed end-to-end launch plans involving web updates, PR, CRM, paid media, in-store activation.

### Founder and Director

AO Creative (Digital Agency Spain, Mexico and Costa Rica) | 2014 - 2019

- Advised SMBs companies on positioning, customer journey design and conversion optimization.
- Designed regional transmedia positioning and conversion strategies.
- Delivered training in digital marketing and strategic communication.

#### Personal data

Location [Madrid, Spain](#)

Nationality [Spanish \(EU Citizen\)](#)

Languages [Spanish \(native\)](#), [English \(professional\)](#)

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#### Education

[MBA in Digital Marketing](#)

European Institute of Design, Spain

[Bachelor's Degree in Advertising and PR](#)

Veracruzana University, Mexico

[AI for Marketing Certification](#)

Emory University by Coursera

#### Skills and Competencies

[Funnel optimization](#) · [CRM & Nurturing](#)

[Lifecycle Marketing & Customer Retention](#)

[Performance marketing](#) · [Brand Strategy](#) · [Storytelling](#)

[CAC & LTV Optimization](#) · [Attribution Modeling](#)

#### Sectors

[Fintech](#) · [Retail](#) · [Education](#)

#### Tools and platforms

[GA4](#) · [Google Tag Manager](#)

[Salesforce](#) · [Sendinblue](#) · [Blueshift](#)

[Wordpress](#) · [Jira](#) · [Magento](#) · [Trello](#) ·

[Social Ads & Google Ads](#) · [Power BI](#)

#### AI-enabled marketing ops

[ChatGPT](#) · [N8N](#) · [Claude](#)