

MCM

MARKETING CONSULTING

**MARKETING
CONSULTING
MALLORCA**

CONTACT DETAILS

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JUANJO AMENGUAL

MARKETING CONSULTANT

Marketing consultant with specialist online marketing expertise.

Owner and partner of :

www.agn.marketing
www.mcm.cm

As Marketing and Sales Director of the **Real Mallorca Football Club** , in the primera division Spanish Liga, I am a specialist in marketing with a particular emphasis in ONLINE MARKETING, advertising, sales force management, marketing and sales channels. I have good English skills and speak basic German for negotiations. I am trained in law and marketing .

I have also worked in several media companies, especially **Movistar**, Spain's primary telecommunications company, and **Sanitas/Bupa International** (Healthcare and Insurance). In both companies I fulfilled the functions of Sales, marketing , retail and Agents Manager for the Balearic Islands.

Top skills and experience: Online marketing, Sales and marketing management. Specialized in crm. Experience in creation and implementation of marketing and sales/ communication plans. High skill level in B2B sales, email marketing and social media marketing, agency management, team sales coaching.

In the very beginning I worked as a journalist in broadcasting media **COPE** and **ONDA CERO RADIO** as editor / news chief

I m a marketing teacher and trainer at the University and several institutions and companies

My Podcast: www.mallorcapodcast.es

My Youtube videovlog: www.plandeenfoque.com

My marketing blog : www.marketingproductivo.es

My agency : www.mcm.cm

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TOMÁS IBARZ

CORPORATE COMMUNICATION
SPECIALIST

Corporate and media specialist .
Background:

Director of Internal and External Communication, Institutional Relations, and Spokesperson for the **Cursach Group**. Both from the corporate aspect of the Group and from each of its commercial brands (Megapark / BCM ...)

Director and head of content for the digital newspaper **www.mallorcadiario.com**. Participate in its expansion and increase in the number of readers.

IB3 Radio. Responsible for the Information Services of the autonomous radio of the Balearic Islands. At the same time, editor and presenter of the morning news program 'Al Dia'.

Ultima Hora .Subdirector of the Audiovisual Media of Grup Serra. Directly responsible for the radios Utima Hora Radio, Flaix FM and Somràdio, and deputy director for M7 and Telenova televisions. Informative Antena3TV.

Cadena SER. Head of Sports at Ràdio **Barcelona-SER Catalunya**. Coordinator of sports information for the station in Barcelona and the network of stations. Permanent participation in the state programming of Cadena SER.

Management of the Information Services of **Radio Sevilla-Cadena SER** and coordination of the SSII of the more than 50 stations of **SER Andalucía**.

Director of the Information Services of **Radio Mallorca-Cadena SER**.

Coordination of the content and information structure of **SER-Baleares**.

CLIENTS

CONSULTORIA

- Grupo Cursach
- Diario de Mallorca
- Imprenta Bahía
- Afedeco
- Coca Cola
- Mercapalma
- GC Gruppe / Teclisa
- Federación Balear de transportes Illes Balears
- Mutua Balear
- COPE
- Level electronics
- Cámara de Comercio
- Ones Moda
- Foro vacacional
- Tomeu Vidal Abogados
- Cisnsa
- Esports 85
- Fergus Hotels
- JS Hotels
- Playa Esperanza Hotels
- Gas Gregal Repsol Dealer
- Illes centres de Fitness
- Princesita
- Colegio de arquitectos técnicos de Baleares
- Quely
- Pans Semar
- Bilyfer watches
- Farmunid
- Bufete Arrom
- Gispert depuración de aguas
- Telecom Balear
- Nord Arbona Pizá / Menerga España
- Schwaiger
- Schotten & Hansen
- Tecnicars Mallorca / Suzuki
- Grillmeister
- Equus Mallorca
- Mayfe
- Fundación Respiralia
- Omnia rechtanwalt
- Lemon Vacation Lemon Holyday
- Club de Mar
- Colonette
- Dos Perellons
- Munar Fullana

EXPERTISE

- Marketing and communication plan
- Market analytics
- PR
- Media
- Partnership
- Business Events
- Content marketing
- Product, Pricing, Placement & Promotion
- Distribution. B2B, B2C, Afiliation.
- On channels:
 - Facebook / & Ads.
 - Linkedin / & Ads.
 - Instagram / & Ads
 - Twitter / & Ads
 - Google Ads
 - SEO
 - Youtube / & Ads
 - Podcast
- Inbound marketing.
- Email Marketing

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