



JUAN DELIBES

PERFORMANCE MARKETING SPECIALIST

SEO, SEM, AI & AUTOMATION

PROFESSIONAL PROFILE

Performance marketing specialist with experience in Paid Media, international SEO and AI-powered automation. I currently manage SEM and Paid Media campaigns for major brands at Dentsu and develop marketing and automation projects as an independent consultant. I combine hands-on technical execution, analysis and a previous career in sales and business management to connect acquisition with lead quality, operational efficiency and commercial results.

MY APPROACH

Acquisition, data and automation connected to business performance.

APPLIED AI

Conversational agents, process automation and data connected to business performance.

PROFESSIONAL CONTACT

+34 618 40 22 62

juandelibescaballero@gmail.com

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Madrid, Spain

PROFESSIONAL EXPERIENCE

SEM & Paid Media Specialist

Dentsu · September 2024 - present

- Manage SEM and Paid Media campaigns for brands across banking, retail and e-commerce, automotive and FMCG.
- Lead Google Ads and Microsoft Ads campaigns for Deutsche Bank, focusing on lead generation, CPA efficiency, conversion quality and budget control.
- Manage Search, Performance Max and Demand Gen for Obramat Spain and Portugal, with large product structures and budget allocation by category and market.
- Manage YouTube and Amazon Ads for Pernod Ricard: awareness, Brand Lift studies, creative testing, audience analysis and retail media reporting.
- Connect campaign strategy with landing page performance; build reporting, quality control and optimisation workflows with GA4, advanced Excel, n8n and Make.

SEO, SEM & AI Automation Consultant

Freelance · current practice as Delibes AI · April 2021 - present

- Design and implement SEO and SEM strategies for local and service businesses: technical SEO, keyword research, website architecture and local SEO.
- Build WordPress and Elementor websites and landing pages, conversion-focused copywriting and Google Ads campaigns connected to lead generation.
- Develop n8n and Make workflows for reporting, data collection and consolidation, content processes and quality assurance.
- Selected projects: Clínicas Doctor Franco, HIIT Studio, Fit Club Boutique and other local and service businesses.

SEO Specialist

Dentsu · November 2023 - September 2024

- Developed and implemented international SEO strategies for SEAT and CUPRA across 10 markets.
- Led recurring reporting with local teams: traffic, rankings, technical health, content opportunities and project progress.
- Performed technical and on-page audits covering crawlability, indexation, metadata, hreflang, structured data, internal linking, Core Web Vitals and UX improvements.
- Worked with development teams to assess feasibility and prioritise recommendations; created analyses, documentation and workflows to improve reporting and audit efficiency.

APPLIED AI: RECENT PROJECTS

AI agent for Clínica Dr. Zuluaga

2026 · implementation and maintenance

- Designed and implemented an agent for initial enquiry handling, lead qualification and WhatsApp follow-up, with handover to the human team.
- Integrated web forms, WhatsApp Cloud API, n8n and Airtable to record leads, track enquiry status and support the team's workflow.
- Designed and refined prompts, conversational rules, memory, follow-up routes and operational summaries; ongoing supervision, maintenance and training after the pilot.

JUAN DELIBES

SEO, SEM, AI & AUTOMATION

SKILLS & TOOLS

Paid Media

Google Ads, Microsoft Ads, Amazon Ads, Search, Performance Max, Demand Gen, YouTube, lead generation, CPA, budget control, reporting and QA.

SEO

Technical, on-page, local and international SEO; keywords, website architecture, hreflang, schema, internal linking, Core Web Vitals and content. Screaming Frog, Ahrefs, Semrush, Lumar and AEM.

AI, automation & data

n8n, Make, language models, prompt design, APIs and webhooks, WhatsApp Cloud API, Airtable, Supabase and Chatwoot. GA4, Search Console, Adobe Analytics and advanced Excel.

Web & business

WordPress, Elementor and copywriting; commercial strategy, client management, P&L, team leadership and coordination, process improvement and performance analysis.

LANGUAGES

Spanish native · English C1 · Italian intermediate

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APPLIED AI: RECENT PROJECTS

AI-assisted SEO process automation

Current projects

- Develop workflows using Google Search Console and GA4 to extract and consolidate data, support SEO analysis and streamline reporting.
- Use AI and workflows to streamline analysis, documentation and content review, combining quality checks with human review.

BUSINESS MANAGEMENT EXPERIENCE

Regional Business Manager - Madrid

Davigel España (Sysco) · April 2016 - April 2021

- Managed the Madrid delegation: commercial results, operations, P&L, cost centres, logistics coordination, supply planning and stock supervision.
- Led acquisition and regional and national account management, including Accor, Catergest, Andilana and Nazábal.
- Recruited, trained and managed a 10-person sales team; achieved €4.3M annual revenue and sustained double-digit growth in sales and net margin.

Sales Transformation Coordinator

Schweppes Suntory · November 2014 - April 2016

- Led the integration of Schweppes and PepsiCo hospitality clients during the commercial transformation process.
- Designed and implemented national distribution routes to improve customer coverage and sales efficiency.
- Created operational tools and regional reporting; delivered training on client management, processes and sales tools, and coordinated an external telesales team.

Wholesalers Trade Marketing Coordinator

PepsiCo · January 2011 - November 2014

- Managed a €4M annual promotional budget for the wholesaler channel, covering commercial policy, rebates and promotional funds.
- Planned and executed the depositary channel promotional calendar, coordinating campaigns, point-of-sale materials, orders and billing.
- Developed advanced Excel tools to monitor promotions and channel performance; designed and managed incentive programmes for clients and sales teams.

EDUCATION & TRAINING

n8n & AI Automation

Álvaro Fontela · Raiola Networks

Advanced SEO Master - Elite version

Webpositer Academy · 2023

Copywriting certification

SoyCopywriter · Big Bang Conversion · 2022

Optimizer Manager - SEO, SEM & Digital Marketing

TuPosicionamientoWeb · 2021

Master in International Management

IE Business School · 2010 - 2011

Bachelor's Degree in Business Administration & Management

University of Valladolid · fourth year at Università Cattolica di Milano · 2004 - 2009