



## Pilar Guerrero

Partner, Marketing Strategy Expert

Marketing Optimisation



[pilar.guerrero@digitalworksgroup.com](mailto:pilar.guerrero@digitalworksgroup.com)



+ 44 7812560516



<https://www.linkedin.com/in/pilarguerrero-orejuela/>

Pilar is a Partner in the marketing Optimisation team, and has helped businesses to plan, design and implement innovative digital marketing strategy solutions that increase revenue and drive growth.

She has a diverse and proven digital marketing career, covering a wide variety of vertical and horizontal sectors. She has supported some of the biggest brands across the world, including last.fm, TripAdvisor, Hyundai, Vodafone, Audi, Orange, Telefonica, AmEx, Lloyds, Sony Music, CBS, BBC, Nissan, Kaw, Jaguar, Rolex, Adobe, and has worked for innovative media agencies such as Havas media, Creator, Digital UK and TWM.

Pilar has an outstanding track record of delivering large transformation projects involving the deployment of technology and digital marketing solutions for on-going value and competitive advantage.

She develops targeted digital strategies that hone in on client's unique goals and business needs. From building winning brand strategies that drive awareness, increasing traffic, lead generation, growing revenue right through to experiential/digital marketing and building brand advocacy.

An inspiring leader, Pilar brings cross-disciplinary teams together for maximum impact and is skilled at developing partnership opportunities that boost brand performance.

Above all, Pilar is an excellent mix of creative thinking, problem-solving and a highly analytical mind-set – combined with a real passion for the industry.

Core areas of expertise include:

- Analytics insights to design data-led decisions and strategy
- Media planning and acquisition (SEO, PPC, social media, display, programmatic, data marketing strategy).
- Digital platform integration through conversion rate optimisation, CRM and marketing automation
- Audience mapping and user journeys definition
- Omni-channel customer experience design
- Marketing and commerce platforms
- Optimising marketing operations
- Global and international clients/bilingual (Spanish/English); basic Italian/Portuguese.

*Key achievements include:*

- *Planned and managed various global brands digital campaigns across all media channels 126 markets around the world, Brand turned in digital world class brand, 45% awareness, 30% Advocacy, 15% ROI and sales increase 20%, boosted budget in 30%*
- *Responsible for ROI and profits of £1 billion of revenue annually; Tracking and driving business development and business leading to incremental revenue; finance targets & client expectation*
- *Deployed a global CRM campaign and new iPad and mobile application b to b clients for 86 markets around the world.*

*Pilar's professional life started as a lawyer in Colombia, where she built a successful career in the telecoms sector. She moved to the UK to pursue further studies in business graduating with an MBA from Cambridge University and an MSc in New Media at the London School of Economics and Political Science.*

*Pilar has founded her own successful charity to promote Latin-American culture in London.*

[www.digitalworksgroup.com](http://www.digitalworksgroup.com)

Enabling better outcomes. **Through Digital.**



**Pilar Guerrero** is part of a multi-disciplinary team of strategy, execution and growth experts.



## Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies



## Execute & Grow

Our Optimisation and Delivery team are experts in helping clients successfully execute their digital strategy and grow.



**End-to-end or specific needs.** Our team is structured to provide the exact skills you need



**A 'think + do' approach.** With expertise, methods and networks to rapidly deliver tangible business benefits



**A collaborative, pragmatic, and flexible culture.** Sharing insights and expertise to bring the best to our clients