GINÉS COLL ZURITA

Growth and CRO. I design and run A/B testing programs that turn data into product decisions.

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Profile

Six years across data, CRO and growth. I build the measurement, design the experiments and defend the decision with Product, Pricing and leadership, now for a global eSIM e-commerce.

Experience

Product Hackers · Growth Manager

Oct 2024 – present
2 yrs

Clients: Holafly, Stradivarius, Baleària

- Own the experimentation roadmap and statistical methodology across web, app, checkout and CRM.
- Coordinate the account's Growth Managers with CRO, Product, Pricing and Data teams.
- Automate experiment operations with AI agents: documentation, analysis and quality control.

19.4% **Lead-capture A/B test on the product page:** 19.4% of exposed users left their email, feeding a new CRM recovery flow.

Making Science · Senior Data & CRO Consultant

Nov 2020 – Jun 2024
3 yrs 8 mos

Accounts: Mapfre, Verti, Inditex, Carglass, Verisure

- Measurement plans and expert GA4 (web and app) and GTM implementation for key accounts.
- Looker Studio dashboards and CRO strategy for enterprise clients.

Growth Marketing Manager · Freelance

Mar 2020 – Sep 2024
4 yrs 7 mos

- Growth strategy: acquisition with Google Ads, conversion and CRO.
- Measurement plans with GA4 and GTM, and reporting in Looker Studio.

Business development · 2018–2020

Room Rent Consulting · Business Developer — 2019 – 2020
La Laguna Gran Hotel · Procurement — 2018

Tools

Experimentation
ABTasty, ConfigCat, Firebase, statistical test design

Analytics
GA4, GTM, BigQuery, SQL, Looker Studio, Clarity

Paid
Google Ads, SA360, Campaign Manager, Meta

Tech and AI
JavaScript, HTML/CSS, Claude and AI agents

Education

MSc in Digital Marketing and Communication · IMF Business School

2019 – 2020

BSc in Business Administration · Complutense University of Madrid

2015 – 2019

Erasmus exchange at the University of Graz, Austria

Languages & more

Spanish (native) · English (professional working)

Founded an events company at 19. Won Startup Weekend Tenerife with Dtapapp.