

Javier Mateu Marín

Head of E-commerce | Growth, CRO, SEO, automation, and digital operations

Valencia, España | hola@javiermateu.com | 666 894 975 | javiermateu.com | linkedin.com/in/javiermateumarin/

ABOUT ME

E-commerce professional with 11 years of experience driving growth, profitability, and digital operations for online stores selling physical products.

I manage an ecosystem of five online stores, focusing on conversion, product catalogs, SEO, performance, automation, and analytics.

I have increased revenue by over 18% (from €2.8M to €3.3M), cut Google Ads spending by 33%, and raised ROAS from 4 to over 6.

I serve as the strategic link between management, the technical team, data, and execution to scale sales efficiently.

PROFESSIONAL EXPERIENCE

Head of E-commerce | Drop Send, S.L.

Valencia, Spain | April 2023 - Present

Strategic and operational management of an ecosystem of five online stores offering physical and custom-made products.

- I lead the strategy and day-to-day operations for **five e-commerce** businesses, coordinating customer acquisition, conversion, product catalogs, SEO, content, automation, analytics, vendors, and the team.
- Increased annual revenue by **18%—from €2.8 million to €3.3 million**—consolidating market share in insect screens, roller shutters, and blinds.
- Restructured **Google Ads, reducing spend by 33% and increasing ROAS from 4 to >6**, with a focus on margin and operating profit.
- Coordinated the migration from **PrestaShop 1.6 Multistore to PrestaShop 8/8.2**, managing vendors, integrations, internal apps, and operational continuity.
- Drove expansion into **Portugal** and implemented automations using Connectif: welcome, abandoned cart, post-purchase, re-engagement, and segmentation.

Tools: PrestaShop, Google Ads, GA4/Google Analytics, Search Console, Connectif, Doofinder, Oct8ne, TikTok Ads, WordPress, Excel/Sheets, Applied AI.

Head of E-commerce | Herbolario Navarro

Valencia, Spain | September 2022 – April 2023

Operational management and optimization of the e-commerce channel for a retail company with an extensive product catalog and high product turnover.

- Managed daily online channel operations, coordinating the product catalog, content, campaigns, promotions, and issue resolution.
- Handled a digital catalog of over 20,000 SKUs, ensuring accurate product publication, updates, and visibility.
- Participated in optimizing processes related to product listings, categories, promotions, and the shopping experience.
- Supported the execution of commercial campaigns and digital marketing initiatives aimed at driving conversions and repeat business.
- Collaborated on improving automations, communications, and processes linked to the customer purchasing cycle.
- Resolved operational issues within the online channel, coordinating requirements across e-commerce, customer service, logistics, and IT systems.
- Analyzed user behavior, sales performance, and opportunities for improvement within the digital environment.

Tools/areas: catalog management, e-commerce operations, e-commerce CMS, promotional campaigns, marketing automation, digital analytics, basic SEO, customer service, operational issues.

Head of E-commerce | Sideoffice

Valencia, Spain | September 2015 – September 2022

Responsible for the management, growth, and optimization of the e-commerce channel for over 7 years, leading digital strategy, customer acquisition, conversion, and the platform's technological evolution.

- Increased online channel revenue 4.5-fold during my tenure at the company.

- Defined and executed the e-commerce strategy, aligning business objectives, daily operations, and results.
- Positioned the brand as a sector leader through SEO and SEM strategies focused on high-quality lead acquisition.
- Led the continuous evolution of the e-commerce platform, enhancing user experience, conversion rates, and performance.
- Managed the product catalog, content, promotions, and commercial initiatives to drive sales and profitability.
- Analyzed KPIs, results, and growth opportunities to optimize acquisition, conversion, and channel efficiency.
- Coordinated technology and commercial projects involving vendors, developers, marketing teams, and external partners.

Tools/Areas: E-commerce, SEO, SEM, CRO, UX, digital analytics, catalog management, customer acquisition, conversion, digital strategy, web development, profitability optimization.

TRAINING

CALSI Master's Degree: Web Content Creation and Management | Universitat Politècnica de València | 2010-2012
Advanced SEO Course, Search Engine Positioning | Aula CM | 2020

SKILLS

- **E-commerce & Growth:** Digital strategy, operational P&L, CRO, SEO, SEM, product catalog, pricing, internationalization, conversion.
- **Marketing & CRM:** Marketing automation, email marketing, segmentation, lifecycle, abandoned cart, recurring campaigns.
- **Platforms & Data:** PrestaShop, WordPress, GA4/Analytics, Search Console, Google Ads, Connectif, Doofinder, Oct8ne, TikTok Ads, Excel/Sheets, HeyGen, Cloudflare, AI, ChatGPT, Gemini, Suno.
- **Leadership:** Team and vendor coordination, prioritization, planning, communication with management, complex project management.

LANGUAGES

Spanish: native | **English:** B1 certified (Cambridge PET) | **Valencian:** intermediate level