

Danny Prol

Growth Marketing at Growth Square

danielprolperez@gmail.com

Languages

English	(Competencia profesional completa)
French	(Competencia básica limitada)
Spanish	(Competencia bilingüe o nativa)

Experience

Growth Marketing at Growth Square

enero de 2015 - Actualidad (1 mes)

TEAM: Diego Martinez Developer Gonzalo Borderolle Co-Founder Jojo Giuffra Co-Founder Jean Pierre Rodríguez Growth Hacker Contacto: jojo@growthsquare.la

Ambassador at Stuvia

noviembre de 2014 - Actualidad (3 meses)

Part of official group for all Stuvia Ambassadors spread over Belgium, Germany, France, The United Kingdom and Spain. Web site traffic growth. User Acquisition. <https://www.stuvia.com/> Independent worker AdWords Facebook Ads Advanced Search Digital Analytics Fundamentals Google Analytics Platform Principles

Nonprofit at PSE-Pour un Sourire d'enfant

julio de 2014 - agosto de 2014 (2 meses)

Building and writing a blog in English, French and Spanish, which attained 73,608 views To raise awareness about the NGO's work <https://pssummercamp2014.wordpress.com/> Preparing meetings and working in teams to organize a photography workshop. The association, PSE is a non-profit-making organisation, created in 2007 by Belgians. Whilst visiting Cambodia, shocked by the living conditions of scavenging children, they were impressed by the action of the Cambodian organisation 'For a Child's Smile', which the 'ABPSE' wants to follow on from. The organisation's objective is to aid deprived children who have not had the chance to attend school, especially those living off the local rubbish dump in Phnom Penh. It is progressively extending its facilities for deprived children to other cities in Cambodia (Siem Reap, Sihanoukville). The organisation's ultimate goal is to offer all of those children a brighter future.

Communications Intern at SBALS

noviembre de 2013 - mayo de 2014 (7 meses)

Entrepreneurship, leadership, personal development. Inspiring young leaders at Pamplona.

Radio Host at Cadena SER

junio de 2013 - agosto de 2013 (3 meses)

Editor, reporter, announcer Time 14 Arosa - News, presenter Hoy por Hoy - Galicia- Interviews Magazine, advertising speaker

Radio Show Host at Music journalist

septiembre de 2012 - junio de 2013 (10 meses)

Announcer of a weekly "TOP 20" for a period of 1 hour. It sought to promote the talent of bands, musicians, novice groups. The program content was music, solidarity, citizen participation and crowdfunding platforms. On Music FM

Publications

Sustainable Growth vs Growth Hacks

The Rouse 28 de octubre de 2014

Autores: Danny Prol

I wonder why people believe in growth hacks, I personally believe more in sustainable growth.

Growth Expert Interviews by Danny Prol

Medium 27 de noviembre de 2014

Autores: Danny Prol, Danny Prol

I interview some of the most talented leaders in their disciplines on Growth . Experts on user growth.

You'll find developers, product managers, data scientists and fellow growth hackers to analyse trends and opportunities in user behaviour, and continuously iterate on growth campaigns with the main goal of acquiring customers and uplifting viral growth.

How did instagram get its first users?

Quora 11 de julio de 2014

Autores: Danny Prol, Danny Prol

Summary

I'm studying B.A., Mass Communications in Spain (University Of Navarra) has been ranked as the top private university in Spain by "El Mundo" newspaper (2012 ranking). The New York Time has ranked the University of Navarra 41st in the world in terms of employability criteria in 2012. Danny is a growth marketer who enjoys helping amazing companies get customers. Always learning and looking for new developments to help innovate and optimize. I help startups through user growth: customer acquisition, analytics, product development and internet marketing. I am someone with the right marketing and technical skills who is able to come up with clever marketing hacks while tracking their results. I spend my days dreaming up creative ways to grow and engage a community, both online and off, and have the quantitative chops to define and determine the success of my initiatives. You've grown a user base and a company, and are excited to use that experience and knowledge to build a community of millions. Excited about challenging myself every single day I help startups focus on creating products their users will love, build their customer acquisition channels, drive growth

and increase retention. Clear communication, transparency, open-mindedness, empathy and patience. I am fluent in English. Spanish is my mother tongue. Positive, warm, resilient, collaborative, energetic personality.

SKILLS: Marketing, Communications, Social Strategy, Social Media Marketing, Search Engine Optimization, A/B Testing, Brand and Identity Design, Digital Marketing, , Marketing Communications, Growth Strategy and Execution, Growth, Growth Hacking **AREAS:** Growth Experimentation Research Acquisition Activation Retention Copywriting I am a geek. Willing to travel 100% My online profiles: <https://twitter.com/dannyprol> <https://angel.co/dannyprol> <http://inbound.org/in/dannyprol> <https://growthhackers.com/member/prol/> <http://quibb.com/danielprol>

Skills & Expertise

Social Networking

Product Management

SEO

Online Marketing

Growth Strategies

Start-ups

Product Marketing

Analytics

Data Analysis

Blogging

Public Speaking

Social Entrepreneurship

Growth Hacking

Customer Acquisition

Social Media Marketing

Web Analytics

iOS

Leadership

Radio Host

MySQL

Digital Strategy

Journalism

Media & Entertainment

Product Development

Marketing Strategy

HTML5

CSS

Content Marketing

Digital Media

Internet

Mobile Devices

Digital Music Marketing

Growth Management

SEM

Google Analytics

Google Adwords

E-commerce

Education

Universidad de Navarra

B.A., Mass Communications, Periodismo, 2012 - 2016

Activities and Societies: Digital, Startups, Entrepreneurship, Social, Growth, Strategy, Inbound Marketing, Crowdfunding, Meta Learning, Life Hacking, Data Driven Culture, Art, Connection, Fajitas and Awesomeness.

IAB SPAIN

MARKETING DIGITAL & TECNOLOGÍA, Marketing, 2014 - 2015

Grade: 97.77 / 100

Activities and Societies: <https://sites.google.com/site/tucursomarketingdigital/home>

Alumno Mejorando.la

Course, Marketing, 2014 - 2014

Activities and Societies: Alumno de cursos Mejorando.la con la experiencia Platzi : PHP, Frontend, Estrategia digital y marketing, Backend, Programación, Growth Hacking Avanzado

Institute of Management Technology, Ghaziabad

IMT-CDL on Business Communication(Intro), Comunicación empresarial, 2013 - 2014

Grade: <http://imtcdl.ac.in/programmes.htm>

Activities and Societies: Business Communication

University of Toronto

Sheridan College, 2012 - 2012

Grade: Summerschool

Activities and Societies: Experience of international integration, coexisting in Oakville (Toronto) with a Muslim family

University of Chester

High School, 2011 - 2011

Grade: Summerschool

General Assembly

Growth Hacking, Marketing/Marketing Management, General, 2014

Activities and Societies: Growth hackers are a hybrid of marketer and coder, one who looks at the traditional question of “How do I get customers for my product?” and answers with A/B tests, landing pages, viral factor, email deliverability, and Open Graph. Some of the most successful startups of all time have used growth hacking techniques to grow products up to millions, 10s of millions, and in some cases 100M+ users, including Facebook, Mint, Dropbox, Zynga, Twitter, Pinterest and Quora.

Projects

GrowthSquare.la

Miembros: Danny Prol, Jorge Enrique Giuffra, Jean Pierre Rodriguez Guzmán

BRAINSTORM PARA EMPRENDEDORES En Growth Square te ayudaremos a Inspirar, Validar y hacer Crecer tus ideas, con Geniales Tools, Plugins y Experiencia de otras Startups! Creación de Jorge Enrique Giuffra y Gonzalo Borderolle (Co-founders)

Certifications

Mobile App Analytics

Google diciembre de 2014

Estrategia digital y Marketing Online

Mejorando.la INC junio de 2014

Curso Profesional de Frontend

Mejorando.la INC julio de 2014

Curso de Marketing Digital

IAB Spain mayo de 2014

Twitter Marketing Apps: Automate Your Social Media Marketing on Twitter

College Startup Licencia Mike Fishbein junio de 2014

English Course

University of Toronto Licencia Read-leaf Student Programs Inc. agosto de 2011

English

University of Chester Licencia Laura Beresford, Academic Team Leader agosto de 2009

Copywriting secrets - How to write copy that sells

Udemy diciembre de 2014

Locutor de Radio | Radio Host

Universidad de Navarra Licencia Facultad de Comunicación septiembre de 2014

CSS online Course

Udemy Licencia UC-1IQZK4H5 diciembre de 2014

Prácticas de Locutor en Cadena Ser-Radio Pontevedra

PRISA junio de 2013

Curso de diseño gráfico de interfaces y UX

Mejorando.la INC junio de 2014

Javascript online Course

Udemy diciembre de 2014

Interests

Growth Hacking, Podcasting, Web Startups, Business Strategy, New Technology, Apple, Google, Radio, TV, Social Networking, Performance Marketing, Digital Media Measurement and Analytics, Search Engine Marketing, SEO, Social Media

Courses

IMT-CDL on Business Communication(Intro), Comunicación empresarial

Institute of Management Technology, Ghaziabad
Online business Communications

B.A., Mass Communications, Periodismo

Universidad de Navarra

Gestión de Eventos

Cooperación para el desarrollo

Cursos independientes

Communication for solidarity

Event Management

Interpretation Course

Volunteer Experience

Volunteer at PSE-Pour un Sourire d'enfant

agosto de 2014 - Actualidad (6 meses)

Their goal is to support PSE actions in Cambodia and to fundraise. All members of these antennas are volunteers. The antennas organise screenings of the PSE movie, meetings to increase public awareness of the destitute children issue in Phnom Penh, various events - sales, concerts, theatre plays, walks, etc. – all in support of PSE. They also participate in the organisation of Christian and Marie-France des Pallières's annual tour

Volunteer at Universidad de Navarra

septiembre de 2012 - Actualidad (2 años 5 meses)

Tantaka es el Banco de Tiempo Solidario de la Universidad de Navarra. Nace con el objetivo de poner tiempo a disposición de las organizaciones que se dedican a cubrir las necesidades sociales que se presentan en Navarra. Particular valor tiene el "voluntariado profesional", en el que se ponen los conocimientos especializados -medicina, pedagogía, comunicación, derecho, etc.- al servicio de las organizaciones de ayuda social. <http://www.unav.edu/web/vida-universitaria/eventos/solidaridad>

Organizations

Telenatura

Host

octubre de 2013 a octubre de 2013

Telenatura 2013: International TV Festival for the preservation and dissemination of nature

Danny Prol

Growth Marketing at Growth Square

danielprolperez@gmail.com



[Contact Danny on LinkedIn](#)