

IRENE TANARRO MORENO

GROWTH & DIGITAL STRATEGY | CUSTOMER EXPERIENCE | CRO

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ABOUT ME

Growth & digital strategy professional with a background in UX/UI, web and digital marketing. Hands-on experience across CRO, SEO, CRM, paid acquisition and digital product, with a strong technical and design skill set. In love with dogs (especially Border Collies) and sports; my mind is never still, whether I'm thinking about decorating my home or wanting to try something new. Always ready for a new challenge.

WORK EXPERIENCE

Design & Development Lead | Localmetric, Madrid, Spain

Sep 2025 – Sep 2026

- Built the company's design and web function from scratch, defining processes across research, strategy, design, development and client delivery.
- Managed 7–10 client projects in parallel, translating business and customer needs into digital strategies, experiences and measurable web improvements.
- Used SEO, search behaviour and user insights to restructure digital experiences; a specialty-coffee brand site now ranks #3 organically for its main local search term.
- Introduced AI-assisted research and development workflows across the team, reducing brief-to-first-proposal time and accelerating experimentation.

Junior UX/UI Designer & Web Developer | Localmetric, Madrid, Spain

Jun 2024 – Sep 2025

- Delivered 15+ production pages across 4+ client websites, translating user needs and business requirements into digital experiences.
- Analysed search behaviour and user journeys to restructure website content and flows around how customers searched for and evaluated services.

Digital Marketing Intern | Castilla Termal Hoteles, Valladolid, Spain

Oct 2023 – Mar 2024

- Audited the digital customer journey across a 5-hotel group, identifying navigation and experience friction across properties and restaurants.
- Analysed booking behaviour and drop-off points, then redesigned the booking flow to reduce conversion friction.
- Redesigned 8+ AI customer-service chatbot flows based on recurring customer queries and journey needs.

Retail & Customer Experience | Adidas, Nike & Diesel

2022 – 2024

- Customer-facing experience across three global brands, developing strong exposure to customer behaviour, sales and high-volume retail environments.

SELECTED GROWTH & STRATEGY PROJECTS

Tous Atelier — Brand Rebranding & Growth Strategy (Academic Project) | Oct 2024 – Jun 2025

Developed a 9-month brand and growth strategy focused on customer acquisition, retention and digital touchpoints. Mapped the customer journey to identify funnel drop-offs and developed data-informed CRO recommendations. Designed CRM/email nurturing and re-engagement flows in Salesforce Marketing Cloud.

Solo Nuts — Performance Marketing (Academic Project) | Mar 2025

Planned and executed paid social campaigns in Meta Ads Manager, managing a €5,000 budget across audience segmentation and A/B testing.

EDUCATION

MSc / Master's in Digital Marketing — ISDI Digital Talent, Madrid, Spain | 2024–2025

Marketing strategy · Behavioral economics · CRM · SEO/SEM · Growth funnels · Marketing AI

Degree in Audiovisual Communication — Francisco de Vitoria University, Madrid, Spain | 2020–2024

CORE SKILLS & TOOLS

GROWTH & DIGITAL STRATEGY

Digital strategy · Growth funnels · Customer journey mapping · CRO · SEO · SEM · Paid acquisition · A/B testing · CRM · Customer research

DESIGN & TECHNICAL EXECUTION

Figma · Framer · WordPress · HTML/CSS · Salesforce Marketing Cloud · Meta Ads Manager · Google Ads

ANALYTICS & OPTIMISATION

Google Analytics · Google Trends · Microsoft Clarity · Looker Studio · Power BI · Tableau

AI & WORKFLOW AUTOMATION

Claude · Claude Code · ChatGPT · Gemini · AI-assisted research & development

LANGUAGES

Spanish (Native) · English (C1, full professional proficiency) · Danish (beginner, currently studying) · French (A2)