

Manuel Pita Martínez

BRAND, GTM & GROWTH STRATEGY

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PROFILE

Marketing professional with 6+ years building brands, launching new products and driving growth at tech startups and fast-scaling companies. Experienced across brand positioning, communications, GTM strategy and demand generation, with a particular strength in turning cultural moments into earned attention rather than just buying it. Background in proptech and Web3 — fast-moving, competitive industries where audience trust is the primary conversion lever. Comfortable owning marketing end-to-end in early-stage environments and scaling systems in high-growth ones, working closely with product, sales and leadership teams across international setups.

EXPERIENCE

Marketing Lead

Dec 2024 – Jun 2026

Ratio | Barcelona, Spain · Proptech startup, real estate development & investment platform

- Built the marketing function from scratch: brand positioning, GTM strategy, and full investor lifecycle management for a dual-sided platform serving retail investors and real estate developers.
- Owned end-to-end launch of company website — from information architecture and UX direction to content, imagery and technical integrations — consolidating brand identity at a pivotal stage of product-market fit.
- Drove investor community growth to 190+ qualified investors through owned and earned media strategy.
- Achieved 43% conversion to platform registration and 37% retention among active investors through CRM nurturing and private events.
- Led PR strategy without agency support, securing coverage in specialist media and coordinating CEO presence in niche podcasts, contributing to brand authority in a trust-driven vertical.

Marketing Manager, Spain

Apr 2023 – Jun 2024

Casavo | Madrid, Spain · European proptech scaleup, home selling & buying marketplace

- Conceived and executed PR stunt timed to Spain's 2023 general election — a valuation of the Prime Minister's official residence using Casavo technology — generating 50+ media impacts across national outlets and becoming the most-covered press release during my tenure.
- Identified and negotiated a long-term brand partnership with Ciudad de La Raqueta, Europe's largest open racket sports centre, with full ownership of creative concept and production.
- Led marketing strategy in Spain during a pivotal transition from iBuyer to marketplace model, redefining positioning, value proposition and messaging for home sellers, buyers and real estate agents.
- Directed GTM execution for three product launches in Spain — Casavo App, Instant Match feature and Casavo's mortgages vertical — coordinating closely with Product and Sales on timeline and channel strategy.
- Defined and supervised demand generation engine across paid, PR, content, affiliates and referral programmes — reducing CPL by 25%+ and driving 70%+ of SQL pipeline, with full ownership of local budget and OKR definition.

Marketing Specialist, Spain

Oct 2021 – Mar 2023

Casavo | Madrid, Spain

- Owned content strategy and multi-channel editorial planning across SEO, blog, social and email, driving 30%+ organic traffic growth and 2.5x follower growth.
- Built and automated CRM workflows from scratch, segmenting audiences by customer profile and funnel stage to deliver targeted sequences, improving full-funnel conversion by 17%.
- Led local rollout of Casavo's rebranding across online and offline channels, ensuring messaging consistency during a critical brand transition period.
- Organised physical events and webinars targeting real estate agents, acquiring 50+ new broker partners and expanding the B2B pipeline.
- Expanded marketing operations into two new Spanish markets (Málaga and Sevilla), adapting strategy and content to local audiences.

Marketing & Communications

Jan 2020 – Aug 2021

Guesser (acq. Gemini) | Madrid, Spain · Real-time prediction market platform, Web3, acquired by Gemini in 2021

- Built the full marketing function from scratch at pre-acquisition stage: brand identity, product marketing, growth and communications, with no prior infrastructure.
- Scaled platform to 10,000+ MAUs via SEO, paid acquisition (Google Ads, Meta) and community-led growth.
- Managed PR and offline activations to expand reach into mainstream media beyond the platform's core crypto-native audience, including an OOH campaign in Las Vegas for the 2020 US presidential election.

SKILLS

Strategy & Marketing	Brand Positioning, Product Marketing, Go-to-Market Strategy, Demand Generation, PR & Communications, Performance Marketing, CRM & Automation, Partnership Development, Copywriting, Budget Management
Tools & Platforms	HubSpot, GA4, Google Ads, Meta Ads, Tableau, Figma, Canva, Notion, Monday, Jira, Amplitude, Miro, Lovable, ChatGPT, Claude
Languages	Spanish (Native), Galician (Native), English (Full Professional)

EDUCATION

MSc. Digital Marketing & E-Commerce	2021 – 2022
EAE Business School · Madrid, Spain	
BSc. Business Administration	2014 – 2019
Universidad de A Coruña · A Coruña, Spain	
BSc. Business Administration – Exchange (Marketing)	2017 – 2018
Universidad Rey Juan Carlos · Madrid, Spain	