

IVÁN SEVILLA RUANO

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Head of Growth · Growth Engineering & AI Operations · Crypto & Fintech

PROFILE

Growth leader with 8+ years across crypto, fintech, banking and education. I build the acquisition, CRM and data systems that scale revenue, and ship my own products with AI.

KEY ACHIEVEMENTS

- Scaled assets under management from \$35M to \$110M as part of the growth team at Criptan.
- Built and grew Neto, a personal finance app, to 16,000+ downloads; five iOS apps live on the App Store.
- Grew a crypto and NFT YouTube channel to 6,000 subscribers, one of the reference Spanish-language channels in 2021.

EXPERIENCE

MERGE Madrid, Spain (hybrid)
Head of Growth Jun 2026 – Present

- Lead revenue growth, acquisition and business expansion for the leading institutional crypto and Web3 conference in Southern Europe and Latin America.
- Drive growth across events, sponsorships and partnerships; build CRM automation and B2B funnels; grow Web3 education products.
- Lead a team of 1–2 people and manage media, paid media and influencer agencies, owning the full marketing budget.

Neto App Madrid, Spain
Founder Jan 2026 – Present

- Built and launched a full-stack personal finance app (React Native, Node.js, PostgreSQL) with AI-assisted development; 16,000+ downloads on the App Store.

Criptan Madrid, Spain (remote)
Growth Marketing Feb 2024 – May 2026

- Led full-funnel acquisition, engagement and retention across paid media, SEO, influencer marketing and CRM, with CRM automation for retention and SEO content.
- Managed a team of 1–2 people and media, paid media and influencer agencies; owned the budget, media buying and KPIs (CPL, CAC, LTV, ROI).

Orange Bank Pozuelo de Alarcón, Madrid
Growth Manager May 2023 – May 2024

- Defined social media strategy and multi-channel campaigns, managed the corporate website through the CMS, and ran market research and performance analysis.

CSO Digital Las Rozas de Madrid
Marketing Manager (part-time) Nov 2022 – May 2023

- Led blockchain strategy and internal Web3 training; planned SEO architecture and multi-channel paid media.

YouTube, IvanGrisa channel Madrid, Spain
Content Creator Sep 2021 – Jan 2023

- Educational content on blockchain, NFTs, crypto and investing; grew the channel to 6,000 subscribers.

Universidad Francisco de Vitoria Madrid, Spain
Marketing Operations & CRM Coordinator (part-time) Sep 2020 – Jun 2021

- Managed the student acquisition funnel and a high-volume CRM: lead qualification and segmentation.

Snap Cork Cork, Ireland
Graphic Design & Print Production (work placement) Apr 2018 – Jun 2018

- Layout, visual design, prepress and print finishing for local businesses with InDesign, Photoshop and Illustrator.

EDUCATION

MERGE Institute × Tritemius, Executive Program in Blockchain, Digital Assets and DeFi (in progress) Jul 2026 – Present

Universidad Francisco de Vitoria, Bachelor's Degree in Marketing 2020 – 2024

Universidad Francisco de Vitoria, Higher Vocational Diploma in Marketing and Advertising 2018 – 2020

IES Ponce de León, Intermediate Vocational Diploma in Prepress and Digital Imaging 2016 – 2018

SKILLS, LANGUAGES & CERTIFICATIONS

Growth: Acquisition strategy, full-funnel campaigns, paid media, SEO, influencer marketing, CRM and lifecycle automation, B2B funnels, sponsorships and partnerships, analytics and attribution

Languages: Spanish (native), English (professional, C1)

Tools: Zoho CRM, GoHighLevel, Make.com, Google Analytics 4, Apple Ads, Sprinklr, Claude Code, React Native, Node.js, PostgreSQL, Adobe InDesign, Photoshop, Illustrator

Certifications: Apple Ads Certification (Apple, 2026) · Claude Code 101 (Anthropic, 2026) · Google AI Professional Certificate, 7 courses (Google, 2026) · Google Analytics Certification (Google, 2025) · Growth Hacking Challenge (GELLIFY, 2023)