

Jose Luis Aranda Riera

Jose Luis was working 8 years outside of Spain in digital agencies with a special focus on search engine marketing, social ads and display advertising, where he was able to improve his knowledge and gain a wide experience in the digital marketing world. In this stage he had the opportunity get extra insights of the industry with a special know how in verticals like finance, retail and travel, in which his overall experience in the travel vertical is more than 10 years. Right now he is leading the media advertising and mobile marketing strategy as well as the optimization of the different digital creatives at Meliá Hotels International.

Kontaktdaten

Jose Luis Aranda Riera

Global Digital Media Advertising Director
Meliá Hotels International



Veranstaltung

[Mehr Gewinn durch Online-Werbeausgaben](#)

Donnerstag, 7. März 2019, 15.30 - 16.00 Uhr

Halle 7.1b, eTravel Lab

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



ITB Berlin Convention / ITB Berlin Kongress

CityCube

Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

- 6.1** – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
 - ITB Business Travel Forum
 - ITB MICE Forum
 - ITB MICE Hub

- 7.1b** – eTravel World:
 eTravel Lab, TTA Forum,
 ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

- Palais** – ITB Convention Awards

Kontakt

Bitte wenden Sie sich bei Fragen an uns:

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