

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.

Contact data

Jose Luis Aranda Riera
Global Digital Media Advertising Director
Meliá Hotels International



Event

[How To Increase The Return On Advertising Spend](#)

Thursday, March 7, 2019, 15.30 - 16.00

Hall 7.1b, eTravel Lab

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019

