



# DESCUBRE AL EQUIPO DE MARKETING OPERATIONS EN MALAGA

## VIDEO TRANSCRIPT

Accenture presents

Sunny Malaga

Direct flights to main European cities

SUN

23°C on average per year

3000 hour of sun per year

SEA

300km of coast

SEE

+30 museums

**Architecture:** one roman theater, two castles, three palaces

FEEL

Malaga, chosen by Forbes as one of the bests cities to live worldwide in 2020 & GROW

**CONTENT:** we amplify the power of content at scale to drive dynamic personalized experiences  
**PAID MEDIA:** we bring together digital marketing capabilities to create seamless brand strategy and execution

**DESIGN:** your own in-house creative agency for all your communications needs

**DEVELOPMENT:** become prime performers in the global marketplace by providing highly innovative development and custom services

**ECOMMERCE SERVICE:** boost digital sales by enabling customers to discover what they want, find what they are searching for, and buy what they want the way they want it.

**ANALYTICS:** improve the business decision-making process by capturing, configuring and displaying key data points to maximize performance and commercial results

**MARKETING SERVICES:** activate digital channels dynamically to create a data-driven personalized customer journey experience that bolsters conversion rate

**Ana Santana:** Head of Digital Marketing Operations center in Malaga

WELCOME

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