

Creditinfo Academy Webinar Speaker

Date: Thursday, 30th April 2015

Time: 15h00 Central European Summer Time (CEST)

Location: Webex

Topic: Sociomonix

Speaker: Daniela Castillo, Head of Marketing, iMovo



Daniela is a marketing professional, focusing primarily in the fields of social media strategies and online marketing. She has gained significant experience in the online arena after having worked for some of the top online companies, including Betfair and Uniblue, in the online marketing field, managing and driving the customer acquisition strategy. She has broad expertise in developing, managing and optimising online marketing campaigns across multiple channels – including affiliate marketing, PPC, SEO and online media.

Daniela has won a number of industry awards for her contribution to the industry including 'Affiliate Manager of the Year' for 2 subsequent years at the Women in Gaming Awards 2010 and 2011.

Daniela has obtained her Masters degree in International Marketing from the University of Strathclyde in Scotland. Her Masters dissertation was focused on the global opportunities and threats presented by developments in social media, and was published on two separate occasions.

Daniela currently heads the Marketing and Communications functions at iMovo, a company that specialises in the fields of Customer Relationship Management (CRM), Business Intelligence (BI) and Social Media.

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Helping businesses implement change through insights into data.

iMovo work with their customers to face business challenges from all sorts of directions – whether it's increased regulation in the financial services industry, an increased need for governance in the public sector or the need to improve customer services in the face of increased competition. iMovo helps organisations to take advantage of new business opportunities by strategically using technology, data and innovation.

By combining their cross-industry knowledge, experience in the field, technological excellence and creativity – together with a strong project management ethic – **iMovo empowers their customers to profit from their technological investments.**

iMovo believe that providing innovation doesn't stop at technology, but extends to a completely new way of thinking.

Being a thought leader when it comes to customer relationship management (CRM) and business intelligence (BI)/analytics sets them apart because they are business focussed, not technology focussed. For iMovo, the technology is just a tool and not the solution. Business people don't want to spend their working day struggling to make the technology work, they want it to mesh seamlessly with the way they work. Furthermore, the culture of being a fast mover in innovation is an inherited trait from iMovo's founders. Coming from a diverse range of industries and backgrounds – their unique leadership profile truly sets them apart from traditional ICT companies.

iMovo is also the creator of Socionomix – a unique family of social analytics and listening tools that are used by marketers, publishers, telco companies and retailers to measure marketing ROI and analyse competitor marketing strategies on social media. The Socionomix Monitor tool is used predominantly as a reputation protection tool alerting customers when mentions of their brands has been made in consumer group sites within the social media world.

- See more at: <http://imovo.com.mt>
<http://www.socionomix.net>