

## Roberto Sepulveda

### MARKETING ANALYST

 roberto.sepulveda.santos@hotmail.com

 (52) + 8119847683

 Monterrey

### EDUCATION

**UDEM** (2013-2018)

This institute helped me become more professional in the international part with its especial plan. With experience I acquire, I have the ability to position the brand in other country's.

### EXEPERINCE

#### KINGDOM CHAIRS- 2019/AC

Responsible for advanced data analysis to increase the efficiency of web content and social media. Also worked in customer service to ensure communication between clients, the factory in Mexico and HQ in US. Photographed the company product and made videos for social media.  
(CONTENT MANGER)

#### GRUPO UNO- 2018/2019

Statistic analysis of the market that determines which is the best marketing strategy. Elaborated marketing research that helped describe niches and different life styles. Designed content for social media and panoramic. Created marketing strategies based on weekly reports made in excel.  
(MARKETING ANALYST)

#### BINBIT-2017/2018

Responsible for advanced data analysis to increase the efficiency of web content and social media. Also worked in customer service to ensure communication between clients, the factory in Mexico and HQ in US. Photographed the company product and made videos for social media.  
(CONTENT MANAGER)

### PROJECTS

- ◊ THESIS: Qualitative research where the silver surfers segment was described. (ACADEMIC EXCELLENCE)
- ◊ VICK ALIVIO: An opportunity was detected in the pharmaceutical market. A prototype was designed to meet the needs of this market. The product created was chewing gum designed to cure the common cold. (P&G)
- ◊ REAL SATE TECH SUMMIT 2016: Organization of an international real-estate event in Miami (G4S)
- ◊ MARKET INVETIGATION: Secondary investigation of new product in the menu (KFC)
- ◊ GOOGLE ADS AND ANALYTICS: Investigation of attractive words and the potential market for automotive industry in Mexico. (FORD)
- ◊ POTENTIAL MARKET IN CUERNAVACA: Research to see if there was a possibility to expand to the city of Cuernavaca. (Buffalo Wild Wings)
- ◊ INNOVATION IN SALES STRATEGY: Improve the strategy of sales. (TELETRAC NAVMAN)

### CERTIFICATIONS

- ◊ Data Analyst (ITSM)
- ◊ Ethics in Business (VALIA)
- ◊ Digital Marketing (UDEM)
- ◊ Consumer Behavior (UDEM)

### TRANING GRUPO 4S

In charge of: publishing posts in order for them to reach more audience, creating daily reports with excel where I analyzed the marketing strategies in different social medias and blogs, and using google AdWords, google analytics and google ad-sense. Planned and activated social networking strategies. In charge of sales and customer service. Also organized an international real-estate event in Miami, and

### LANGUAGES

 85%

 100%

 20%

### HOBBIES

Every obstacle that comes , I will pass. Every storm that comes, I will overcommit. When everything becomes dark, I will find the light. When I fail, I will stand up and keep on walking, because I walk one path, my path, the path of perseverance.

