

# SAMUEL RAMÍREZ TARIFA

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## PROFESSIONAL HEADING

A proactive, ambitious, and analytical Marketing and Digital Business graduate of ESIC University. Possess adaptability, strong communication, and emotional intelligence skills with fluency in Spanish and English. **Keen to pursue a career in digital marketing.**

## EDUCATION

**ESIC UNIVERSITY** | Pozuelo de Alarcón, Madrid, Spain

September 2019 – Present

**Bachelor's Degree in Marketing**

June 2023

**Degree in Digital Business**

Expected: June 2024

- Awarded High Academic Achievement Scholarship.
- Attended courses such as Marketing Intelligence, and Sales Management.

**SOLBRIDGE INTERNATIONAL SCHOOL OF BUSINESS** | Daejeon, South Korea

**Exchange Program**

August 2021 – June 2022

- Attended courses such as Marketing Analytics, and International Business.

## PROFESSIONAL EXPERIENCE

**Voi Technology SL.** | Marketing Intern; Madrid, Spain

September 2022 – June 2023

- Assisted with **creating, controlling, and planning the marketing campaigns** and discounts for the Spanish and Italian markets to ensure growth. Supported the Marketing Manager of Spain and Italy with the campaigns' analyses with **Tableau** and **Metabase**. Said efforts aided in preserving **70% of the market share** in the city of Seville.
- **Analyzed quantitative data to measure Spain's weekly marketing performance** and the competitors' marketing strategies. Supported the Marketing Manager of Spain and Italy with updating presentations for reporting Spain's marketing campaigns' performance to the global marketing team. **Presented the results of the campaigns** I led and developed to the global marketing team.
- Supported and **worked hand-to-hand with the Head of CRM and the International CRM team** to develop global and local campaigns. Suggested new local CRM campaigns targeted at the Spanish market. **Analyzed and tracked the results of Spain's local CRM campaigns**. Took responsibility for localizing the Spanish market's CRM, marketing, and user experience campaigns. Said actions aided in maintaining the **email open rate above 33%**.
- Aided in the **planning and controlling of numerous events** in Spain. Attended safety and sustainability events to support their correct development. Controlled and tracked the events' performance. The events led to over 4,600 extra riding minutes, saving up to 20 kilos of CO2 emissions.

## EXTRA-CURRICULAR ACTIVITIES

- **Google Developer Student Club (2023):** Aids in creating and organizing the club's events and activities and its correct promotion.
- **Volunteer Work (2019):** Volunteered in ESIC University's Charity Market.
- **Finance, and Macroeconomics tutoring (2020-2021).**

## ADDITIONAL INFORMATION

- **Microsoft Office tools:** advanced skills in Excel, Word, and PowerPoint; elementary in Power BI and Access.
- Advanced skills in Canva, elementary skills in Tableau, Stripo, and Braze.
- Native Spanish speaker; proficient in English (4 years of daily use; 1 in a work environment).
- TOEFL Certificate (2020): Total score of 103/120.
- **Courses and seminars:** Negotiate UP Leadership Insights Workshops (online workshops with prestigious Professors from MIT, Harvard, and Duke University) (2022).