



## CONTACT ME

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[Linkedin](#)

## EDUCATION

### Global Sports Marketing Masters

LaLiga Business School

2024-2025

### Advertisement and Public Relations

University Antonio De Nebrija

2017-2021

### SEO and Google Analytics program

Escuela De Empresa

2023-2024

### Web analytics , Google Analytics and Big Data program

Aicad Business School

2024

## SKILLS

- Excel
- Google Ads
- Google Analytics
- Powerpoint/canva
- Mapas de calor
- ContentSquare
- Photoshop

# LIAM PÉREZ O'GRADY

## WORK EXPERIENCE

September 2025 - Present

### Harbiz — SDR

- Prospecting for new clients (cold calls, emails, social media)
- Lead qualification and identification of real sales opportunities
- Understanding the needs of potential clients
- Presenting our solution and its advantages over the competition Collaborating with Account Executives for the handover of qualified leads

June 2024 - October 2024

### ROI UP GROUP — Search Engine Optimization Analyst

- Client management and SEO consulting
- Content and web structure optimization
- Creation of engaging content to boost brand visibility

November 2023 - June 2024

### Mas Orange | B2C Market Research Jazztel and Simyo

- User behavior tracking on the website
- Monitoring of the user conversion funnel (Google Analytics)
- Content review in stores
- Creation and analysis of heatmaps

September 2022 - June 2023

### NODUS Company | Digital Marketing Trainee

- Communication with clients and suppliers (Google)
- Event coordination, organization and tracking
- Inventory management using RSVP system

September 2021 - December 2021

### Avispa Discográfica S.L. | Sales Department

- Communication with suppliers (FNAC, E.C.I.)
- Liaison with band agents, journalists, and stores

May 2021 - August 2021

### Global Commerce Media | Affiliate Content Creator

- Affiliate marketing
- SEO strategy development
- Creation of interest-based websites (WordPress)
- Amazon affiliate partnerships
- International client communication

September 2017 - November 2023

### PRIVATE TUTORING | Provided academic reinforcement classes

- Academia Lullabay
- Colegio Navas de Tolosa
- Colegio Marqués de Suanzes

## LANGUAGES

Spanish:  
Nativo

Inglés:  
Bilingüe