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# María Luisa Ruiz Guijarro

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Address: Calle Francisco Silvela 80, 4ºE. Madrid

Work Authorization: European Union

## EDUCATION

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Sept'20 –July'21	IESE BUSINESS SCHOOL. Master in Management (MiM Program)	MADRID, SPAIN
Sept'17 –June'18	PONTIFICIA DE COMILLAS UNIVERSITY. Master in Biomechanics	MADRID, SPAIN
Sept'13 –June'17	SAN RAFAEL NEBRIJA UNIVERSITY. (B.S.) in Physiotherapy	MADRID, SPAIN
Jan'17 – June'17	SAPIENZA UNIVERSITY. Erasmus exchange program, Physiotherapy	ROME, ITALY

## EXPERIENCE

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June'23– Present	BASE LIFE Science A Denmark corporation, leading business and technology consultancy that provides tailored solutions for the life science industry	MADRID, SPAIN
July'25– Present	<i>Senior Consultant</i> <ul style="list-style-type: none"><li>• Project manager for Salesforce Marketing Cloud business operations and strategic campaign development.</li><li>• Created and designed marketing automation assessment to select the platform that better supports the client's needs.</li><li>• Conception and creation of campaign data analysis to improve performance and optimize activities carried out in SFMC.</li></ul>	
June'23–July'25	<i>Consultant</i> <ul style="list-style-type: none"><li>• 6-month project in Princeton, NJ developing Digital Marketing Strategies for day-to-day operations and the launch of new products that applied to all company channels: Salesforce Marketing Cloud, Websites, Google Analytics, VIMEO etc.,</li><li>• Performed all operations in Salesforce Marketing Cloud: Campaign design, journeys, customized and automated reports etc.,</li><li>• Created and designed data dashboards, facilitating decision making by managers of different departments (marketing, IT commercial).</li><li>• Designed and implemented new KPIs that aligned with markets trends, to provide actionable insights for optimizing sales team performance</li></ul>	
Sept'21–June'23	JOHNSON & JOHNSON MEDTECH An American multinational corporation, present in 57 countries, more than 144,000 employees, and revenues of \$93.7 Billion in 2021	MADRID, SPAIN
July'22–June'23	<i>Marketing Coordinator in Mentor</i> <ul style="list-style-type: none"><li>• Created and monitored walking implants reports allowing for a better control and reduction of the total value and write offs</li><li>• Designed and executed sales reports for better decision making and control in tracking the performance of each type of customer</li><li>• Produced and updated digital material used on websites and congresses to improve the impact on clients, getting an increased in leads of 5%</li><li>• Programmed and structured the Talkwalker platform to track and monitor market developments, allowing the company to anticipate and adapt its strategies</li></ul>	
Sept'21 – July'22	<i>Marketing Intern in CSS group (Biosense Webster, Cerenovus and Mentor)</i> <ul style="list-style-type: none"><li>• Created and automatized sales, activity and contribution margin reports allowing for efficient cost cutting and improved decision-making concerning investing in various hospitals</li><li>• Programmed and designed predictive models of results allowing for a new commercial model</li><li>• Followed up product incidents in collaboration with Regulatory Affairs and Global Quality Department</li><li>• Offered support in national meetings and congresses according to Healthcare Compliance and the priorities of the business</li></ul>	

## LANGUAGES

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Spanish: Mother tongue

English: Excellent

Italian: Good

## GENERAL INFORMATION

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- Software skills: Microsoft Office; Power BI; Salesforce Marketing Cloud; SAFe Agile Framework; OCE Digital; Python; Tableau; Google Analytics
- Academic achievements: Master's degree final thesis with honors; Extraordinary price of master's degree
- Extracurricular activities: Evaluated regional swimmers with disabilities for national classification
- Volunteer work: Volunteered treating patients with Covid-19 to improve recovery at Ruber International Hospital (March 2020-May 2020).
- Hobbies: Passion for basketball, achieving improvement in teamwork skills; Avid traveler having visited over 30 countries