FRANCISCO ROBLES

robles.mark.com • 0999888777

CONTACT

robles.mark.com
0999888777

SKILLS

- Strategic Planning
- Data Analysis
- Deep Learning
- Digital Marketing
- Communication & Storytelling
- PowerPoint
- Canva
- PowerBI
- Figma

LANGUAGES

- English
- German

EDUCATION

MIT - Master of Marketing
1999-2005

Marketing, Accounting

EXPERIENCE

NOVELL INC. — Marketing Intern, GBM & Corporate
2009 - 2019

* Led competitive analysis of 5+ key competitors and managed development of 3 critical client case studies, synthesizing findings from focus groups to present strategic recommendations to the VP of Marketing.
* Identified and proposed 5 actionable process improvements for marketing meetings, projected to enhance communication and increase team efficiency by 15%.

MICROSOFT ADVERTISING — Account Manager
2006 - 2008

* Optimized $4.8M in online advertising campaigns for key clients, driving a 9% increase in client spending and a 12% improvement in click-through rates (CTR). * Collaborated cross-functionally to reduce client collection periods by 60 days and streamline billing operations.

MICROSOFT CORPORATION — Account Executive
2005 - 2006

* Exceeded FY06 sales quota by over $885,000, attaining 104% territory revenue. * Cultivated strategic client relationships and fostered cross-functional collaboration to drive Microsoft solution adoption, significantly increasing client satisfaction and contributing to revenue growth.

MINDS MATTER — Co-Director of Alumni
2006 - 2008

* Spearheaded the design and launch of a new alumni website, integrating a searchable directory and networking tools, enhancing connectivity and resource sharing for 500+ alumni. * Developed and executed strategic engagement initiatives, including mentorship programs and targeted giving campaigns, boosting alumni participation by 15% and increasing program contributions by 20%.