

FRANCISCO ROBLES

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EDUCATION

MIT - Master of Marketing

1999-2005

Marketing, Accounting

SKILLS

Here's a concise, professional, comma-separated list:

Strategic Planning, Business & Data Analysis, Digital Marketing, Creative & Content Development, Communication & Storytelling

Language: English, German

EXPERIENCE

NOVELL INC. — Marketing Intern, GBM & Corporate

2009 - 2019

- * Led development of 4 customer case studies and conducted in-depth competitive analysis, providing actionable insights that informed corporate marketing strategy and product positioning.
- * Facilitated 5+ client focus groups, synthesizing qualitative data and presenting key findings directly to the VP of Marketing to influence future campaign development.

MICROSOFT ADVERTISING — Account Manager

2006 - 2008

- * Optimized \$4.8M in online advertising campaigns for key clients, driving a 9% increase in client spending and 12% improvement in click-through rates.
- * Streamlined financial operations, reducing collection periods by 60 days and enhancing client service efficiency through cross-functional collaboration.

MICROSOFT CORPORATION — Account Executive

2005 - 2006

- * Exceeded FY06 sales quota by over \$885,000, achieving 104% territory revenue attainment.
- * Drove adoption of Microsoft solutions by cultivating client relationships and orchestrating cross-functional collaboration to boost client satisfaction and drive revenue growth.

MINDS MATTER — Co-Director of Alumni

2006 - 2008

- * Spearheaded the development and launch of a comprehensive alumni website, integrating a searchable directory and networking tools to enhance connectivity for 2,000+ alumni.
- * Designed and implemented strategic engagement initiatives that cultivated a vibrant alumni community, inspiring increased philanthropic support and volunteer contributions to the program.