FRANCISCO ROBLES

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EDUCATION

MIT - Master of Marketing   **1999-2005**

Marketing, Accounting

SKILLS

Strategic Planning, Data Analysis & Analytics, Creative & Content Development, Digital Marketing, Communication & Storytelling, Technical Skills, English, German

EXPERIENCE

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

*   Led comprehensive competitive analysis on [X] key rivals and drove a [Y]-case study initiative, providing data-driven insights that directly influenced corporate marketing strategy.

*   Facilitated [Z] client focus groups, synthesizing qualitative feedback into actionable recommendations presented directly to the VP of Marketing.

MICROSOFT ADVERTISING — Account Manager   2006 - 2008

*   Drove a 9% increase in client ad spending across a $4.8M online advertising portfolio, concurrently boosting average click-through rates (CTR) by 12% through strategic campaign optimization.

*   Collaborated cross-functionally to streamline financial operations, resulting in a 60-day reduction in average client collection periods and improved overall efficiency.

MINDS MATTER — Co-Director of Alumni   2006 - 2008

*   Directed the end-to-end development and successful launch of a comprehensive alumni website, integrating a searchable directory and robust networking tools to enhance community engagement.

*   Designed and implemented strategic initiatives that cultivated a thriving alumni network, fostering engagement and significantly increasing contributions back to the program.

MICROSOFT CORPORATION — Account Executive   2005 - 2006

* Achieved 104% territory revenue attainment in FY06, exceeding sales quota by over $885,000.

* Cultivated strategic relationships with key clients, orchestrating cross-functional teams and partners to drive successful adoption of complex Microsoft solutions.