

# FRANCISCO ROBLES

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## EDUCATION

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MIT - Master of Marketing	1999-2005
Marketing, Accounting	

## SKILLS

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Skills: Strategic Planning, Data Analysis, Deep Learning, Creative & Content Development, Digital Marketing, Communication & Storytelling, Technical & Platform Proficiency  
Languages: English, German, Italian, French

## EXPERIENCE

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NOVELL INC. — Marketing Intern, GBM & Corporate	2009 - 2019
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- \* Drove a 5-case study initiative and conducted in-depth competitive analysis across 7 key competitors, delivering strategic insights that informed corporate go-to-market strategies.
- \* Coordinated and supervised 4 client focus groups, synthesizing qualitative feedback from over 50 customers and presenting actionable recommendations directly to the VP of Marketing, influencing future messaging and product development.

MICROSOFT ADVERTISING — Account Manager	2006 - 2008
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- \* Maximized performance for \$4.8M in online advertising campaigns, boosting client spending by 9% and click-through rates (CTR) by 12% through strategic optimization.
- \* Led cross-functional initiatives to streamline financial processes, reducing collection periods by 60 days.

MICROSOFT CORPORATION — Account Executive	2005 - 2006
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- \* Exceeded FY06 sales quota by over \$885,000, achieving 104% territory revenue attainment.
- \* Cultivated strategic client relationships and collaborated with internal teams and partners to drive adoption and expansion of Microsoft solutions, significantly increasing client satisfaction and revenue.

MINDS MATTER — Co-Director of Alumni	2006 - 2008
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- \* Led the development and successful launch of a comprehensive alumni website, featuring a searchable directory and networking tools, significantly enhancing connectivity and resource accessibility for [X+] alumni.
- \* Designed and executed strategic engagement initiatives, resulting in a [Y%] increase in alumni participation across mentorship, volunteering, and fundraising efforts.