

# FRANCISCO ROBLES

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## EDUCATION

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MIT - Master of Marketing

1999-2005

Marketing, Accounting

## SKILLS

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

**Language:** English, German

## EXPERIENCE

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NOVELL INC. — Marketing Intern, GBM & Corporate

2009 - 2019

- Executed a strategic case study initiative and comprehensive competitive analysis, delivering actionable market insights that directly informed corporate strategy and product development.
- Led [X] client focus groups, synthesizing user feedback into key insights and presenting strategic recommendations to the VP of Marketing for product messaging optimization.

MICROSOFT ADVERTISING — Account Manager

2006 - 2008

- \* Drove a 9% increase in client spending and a 12% boost in click-through rates (CTR) by strategically optimizing \$4.8M in online advertising campaigns for key accounts.
- \* Streamlined client financial operations, reducing collection periods by 60 days and enhancing overall customer efficiency through proactive cross-team 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 strategic client relationships and collaborating with cross-functional teams and partners, enhancing client satisfaction and accelerating revenue growth.

MINDS MATTER — Co-Director of Alumni

2006 - 2008

- \* Spearheaded the development and successful launch of a comprehensive alumni website, integrating a searchable directory and networking tools to centralize information and enhance connectivity for the network.
- \* Designed and implemented strategic alumni engagement initiatives, driving increased participation in volunteer programs and significantly boosting philanthropic contributions to the program.