

# FRANCISCO ROBLES

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## EDUCATION

1999-2005

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MIT - Master of Marketing

Marketing, Accounting

## SKILLS

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English, German

## EXPERIENCE

2006 - 2008

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### MICROSOFT ADVERTISING — Account Manager

- \* Drove performance for \$4.8M in online advertising campaigns, increasing client spending by 9% and Click-Through Rates (CTR) by 12% through strategic optimization and integrated planning.
- \* Collaborated cross-functionally to reduce client collection periods by 60 days, enhancing operational efficiency and client satisfaction.

2009 - 2019

### NOVELL INC. — Marketing Intern, GBM & Corporate

- \* Spearheaded in-depth competitive analysis and managed case study initiatives, delivering strategic insights that directly informed corporate strategy and market positioning.
- \* Led client focus groups, synthesizing qualitative data into actionable recommendations and presenting findings to the VP of Marketing to influence product development and messaging strategies.

2005 - 2006

### MICROSOFT CORPORATION — Account Executive

- Exceeded FY06 sales quota by over \$885,000, achieving 104% territory revenue attainment.
- Cultivated strategic client relationships and facilitated cross-functional collaboration with internal and partner teams to drive adoption of Microsoft solutions and enhance customer satisfaction.

2006 - 2008

### MINDS MATTER — Co-Director of Alumni

- \* Spearheaded the design and successful launch of a comprehensive alumni website, integrating a searchable directory and networking tools to enhance connectivity and resource access for the entire alumni network.
- \* Developed and implemented strategic initiatives that significantly boosted alumni engagement, inspiring increased participation in mentorship, volunteerism, and philanthropic giving to the program.