

FRANCISCO ROBLES

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EDUCATION

MIT - Master of Marketing

1999-2005

Marketing, Accounting

SKILLS

Skills: Strategic Planning, Data Analytics, Creative & Content Development, Digital Marketing, Communication & Storytelling, Technical Proficiency

Languages: English, German, Italian, French

EXPERIENCE

NOVELL INC. — Marketing Intern, GBM & Corporate

2009 - 2019

- * Drove a case study initiative and conducted comprehensive competitive analysis across 5+ key competitors, informing corporate strategy and product positioning with critical market insights.
- * Coordinated and facilitated 3+ client focus groups, synthesizing key findings and presenting data-driven recommendations directly to the VP of Marketing, influencing strategic decision-making.

MICROSOFT ADVERTISING — Account Manager

2006 - 2008

- * Managed and optimized \$4.8M in online advertising campaigns for key clients, boosting client spending by 9% and click-through rates (CTR) by 12% through strategic planning.
- * Reduced collection periods by 60 days through cross-functional collaboration, streamlining financial operations and improving client satisfaction.

MICROSOFT CORPORATION — Account Executive

2005 - 2006

- * Achieved 104% territory revenue attainment in FY06, exceeding sales quota by over \$885,000.
- * Drove adoption of Microsoft solutions by cultivating strategic client relationships and orchestrating cross-functional teams to maximize client satisfaction and expand revenue streams.

MINDS MATTER — Co-Director of Alumni

2006 - 2008

- * Spearheaded the development and successful launch of a comprehensive alumni website, featuring a searchable directory and networking tools, to enhance connectivity and resource sharing among the alumni network.
- * Designed and implemented strategic engagement initiatives that fostered a more active alumni community and cultivated increased support and contributions for the program.