

# FRANCISCO ROBLES

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## EDUCATION

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MIT - Master of Marketing	1999-2005
Marketing, Accounting	

## SKILLS

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Skill: Strategic Planning, Data Analysis & Analytics, Creative & Content Development, Digital Marketing Expertise, Communication & Storytelling, Technical & Platform Proficiency Language: English, German

## EXPERIENCE

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NOVELL INC. — Marketing Intern, GBM & Corporate	2009 - 2019
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- Managed case study initiative to document impact of Microsoft/Novell Interoperability Alliance on clients. Performed industry competitive analysis used in evaluation of the new Novell corporate strategy. Supervised client focus groups where new corporate strategy was discussed and presented results to VP of group. Researched processes of making marketing and creative meetings more effective and engaging. Met weekly with members of Novell Executive Leadership Team.

MICROSOFT ADVERTISING — Account Manager	2006 - 2008
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- Managed and optimized \$4.8 million of online advertising campaigns. Consulted with marketing officers on interactive advertising needs and advised on ways to improve campaign performance. Managed online advertising spend of key clients: Investools, Vonage, Monster and AARP. Conducted Strategic Planning with Account Executive that increased client spending by 9%. Decreased collections period by an average of 60 days on accounts managed by Ad Agencies. Drove synergistic integration of search and display campaigns, increasing Click Through Rates by 12%. Incorporated cross-team collaboration across various internal units to serve customers more efficiently.

MINDS MATTER — Co-Director of Alumni	2006 - 2008
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- Minds Matter helps disadvantaged students from inner city New York apply to college through mentorship program. Managed construction of alumni website with searchable member directory and network tools. Designed and executed offerings to encourage alumni to stay in contact with program and start giving back.

MICROSOFT CORPORATION — Account Executive	2005 - 2006
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- Led executive level business reviews with public sector CIO's and IT Directors to explore initiatives and uncover how Microsoft enterprise software could meet their needs. Responsible for quota of \$22,149,595 spread over 500 State and Regional government accounts in Southeast US. Obtained 104% territory revenue attainment for FY06. Winner of "Fast Track" contest. Concluded first half of FY06 \$300,000+ over. Full year attainment \$885,983 over quota. Built strong client relationships and promoted awareness of Microsoft solutions by coordinating with field counterpart, Technology Specialist, Business Productivity Advisors and Marketing. Increased client satisfaction and product revenue, and migrated clients from competitive solutions by leveraging Large Account Resellers and service partners.