

FRANCISCO ROBLES

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Marketing, Accounting • MIT - Master of Marketing

SKILLS

Strategic Planning

Business & Data Analysis

Digital Marketing

Creative & Content Development

Communication & Storytelling

MIT - Master of Marketing

Marketing, Accounting

1999-2005

NOVELL INC. — Marketing Intern, IBM & Corporate

2003-2005

- **Led** a case study initiative and **conducted** comprehensive competitive analyses, delivering key market insights to inform corporate and product strategy.
- **Orchestrated** client focus groups, **synthesizing** qualitative customer feedback and **presenting** actionable recommendations directly to the VP of Marketing.

MINDS MATTER — Co-Director of Alumni

2006-2008

- **Established** a new digital hub for alumni, managing the design and launch of a comprehensive website featuring a searchable directory and networking tools, connecting 500+ alumni.
- **Developed** and executed strategic engagement initiatives, including a new mentorship program and annual giving campaign, increasing active participation by 20% and fostering a culture of philanthropic support for the program.

MICROSOFT ADVERTISING — Account Manager

2006-2008

- **Drove** a 9% increase in client spending and 12% boost in click-through rates across \$4.8M in online advertising campaigns through strategic planning and integrated campaign management.
- **Streamlined** financial operations via cross-functional collaboration, reducing collection periods by 60 days.

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 strong client relationships and fostering cross-functional partnerships to enhance satisfaction and accelerate revenue growth.