TERESA CABRERA DEL MORAL

DOUBLE DEGREE IN COMPUTER ENGINEERING AND BUSINESS ADMINISTRATION

LANGUAGES

Spanish: Mother language

English: Advanced (C1)

Portuguese: Elementary Proficiency

DETAILS

Driving License
Navigation License

CONTACT

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WANT TO KNOW MORE?

Personal web: teresacdm.github.io

CURRENTLY

JTI - Bright Up Program

Madrid - Global IT hub | June 2024 - Present

Business Technology Solutions (Markets & Sales)
June 2024 - February 2025

- Acted as **Project Manager** for the **Digital Consumer Program rollout**, coordinating stakeholders across markets, IT delivery teams, and third parties.
- **Managed** weekly **meetings**, **prioritized** high-impact **issues**, and **ensured timely resolution** of incidents to stabilize operations.
- Actively **engaged** with **market teams**, **incorporating** their **feedback** into the incident resolution process.
- Led the **migration** from **Open Loyalty 4 to 5** across global markets, acting as **SPOC** between global and local teams, and advising on feature enhancements.
- Conducted **AI productivity testing** (Microsoft Copilot), delivered a **structured report**, and presented **adoption recommendations to management**.

Data & Analytics (Marketing Automation & Consumer Data)
March 2025 - Present

- Acted as **Business Analyst** in agile **Marketing Automation** & **Customer Data Platform** teams: translating business initiatives into technical requirements and supporting Product Owners in **backlog prioritization**.
- **Improved email deliverability** by managing IP warm-up processes and promulgating **best practices** in **Adobe Campaign Classic**.
- Coordinated onboarding of **third-party SMS services**, managing cybersecurity, architecture, and development stakeholders.

SKILLS

Coding: C++, HTML, Java, Python, Ruby, Flet

Data: KNIME, MongoDB, Grafana, Treasure Data

Business: PowerPoint, Excel, PowerAutomate, Teams

Others: Docker, Ansible, VirtualBox, Jira, Canva, Miro

ACADEMIC HISTORY

University of Granada (UGR)

Double degree | 2019 - 2024

Rey Juan Carlos University (URJC)

SICUE | 2021 - 2022

Budapest University of Technology and Economics

Erasmus| 2022 - 2023

SEEKING

To **keep growing** in roles that **bridge technology and business,** be part of a team that fosters **innovation**, **autonomy**, and **continuous learning** and contribute to **innovative** and **purpose-driven** projects.