

Andres Garcia Raffo

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Cross-functional and highly motivated professional with a proven track record in content and product marketing, business development, and account management. I bring a unique perspective and an ability to navigate and thrive in diverse environments due to my multicultural background.

Relevant Experience

May 2022 — Aug 2022	Customer Success Manager · JUMP Data-Driven (Madrid, Spain) <ul style="list-style-type: none">Managed 25 clients (streaming services & pay-TV) at an executive level, improving user engagement by 10% and increasing license activation by 40% in less than 2 months.Conducted data analysis of the client's platforms to identify trends, making recommendations through detailed and easy-to-understand presentations.Collaborated with the Product, Marketing, and Sales teams, supporting every touchpoint across the customer journey.
Jan 2022 — May 2022	Content Marketing Specialist · JUMP Data-Driven (Madrid, Spain) <ul style="list-style-type: none">Managed all aspects of JUMP's social media platforms, successfully generating leads by developing and producing marketing collateral (included but not limited to: website design, blogs, case studies, online events, among others).Monitored the inbound marketing strategy through lead nurturing emails and workflows, working with the Sales team to develop presentations and templates for potential clients, contributing to 30% of the sales pipeline.
Nov 2021 — Mar 2022	Business Development Representative · JUMP Data-Driven (Madrid, Spain)
Apr 2021 — Aug 2021	Human Resources Assistant · Banijay Iberia (Madrid, Spain)
Sep 2020 — Feb 2021	Executive Assistant to the CEO · Avina Media (Madrid, Spain)

Education

Aug 2022 — Jun 2023	MSc International Marketing & Brand Management · Lund Universitet
Sep 2018 — May 2021	Bachelor in Business Administration, specialized in Marketing · Universidad Complutense de Madrid
	Diploma in International Relations · Universidad Villanueva

Other Activities

Jun 2023 — Present	Robin (Gen-Z Consultant) · SuperHeroes (EMEA)
Sep 2019 — Aug 2022	Event Coordinator · Sofar Sounds (Madrid, Spain)
Jun 2020 — Jun 2022	Business Development Director · Inti & Co. (Madrid, Spain)
Apr 2017 — Aug 2018	Member of International Relations Society · Universidad de Lima (Lima, Peru)

Languages

Spanish · Native
English · Bilingual
French · Intermediate

Tools & Skills

Account Management	Copywriting	HubSpot
Adobe Photoshop	CSS, HTML & WordPress	MailChimp
Brand Development	Digital Marketing	Microsoft Excel