

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.

Education

MSc International Marketing & Brand Management

Lund Universitet · Aug 2022 — Jun 2023

Bachelor in Business Administration

Universidad Complutense de Madrid · Sep 2018 — May 2021

Diploma in International Relations

Universidad Villanueva · Sep 2018 — May 2021

Languages

Spanish · Native

English · Bilingual

French · Intermediate (B1)

Skills

Account Management

Brand Development

Creative Strategy

Copywriting

CSS & HTML

Digital Marketing

Market Analysis

Tools

Adobe Photoshop

HubSpot

MailChimp

Microsoft Excel, PPT & Word

WordPress

Reference available upon request

Work Experience

JUMP Data-Driven (Madrid, Spain)

📍 Customer Success Manager · May 2022 — Aug 2022

- Managed +25 clients at an executive level, establishing long-lasting relationships by acting as a trusted advisor, leading to a 10% increase in user engagement and a 40% improvement in license activation.
- Conducted data analysis proactively to drive new use cases and value props that improved client issues and challenges.
- Collaborated with Product, Marketing and Sales to supervise the complete lifecycle of client accounts, maintaining awareness of client needs and opportunities for growth, and ensuring client retention.

📍 Content Marketing Specialist · Jan 2022 — May 2022

- Implemented an inbound strategy focused on sales enablement and product marketing, contributing to 30% of the sales pipeline.
- Managed all social media platforms, successfully generating inbound leads and organic growth.
- Generated branded marketing collateral such as blog posts, newsletters, case studies, infographics, one-pages, and white papers following the social media calendar.
- Supported the Marketing Director in the execution of paid and organic marketing campaigns for JUMP Pulse clients.

📍 Business Development Representative · Nov 2021 — Mar 2022

Banijay Iberia (Madrid, Spain)

📍 Human Resources Assistant · Apr 2021 — Aug 2021

Avina Media (Madrid, Spain)

📍 Executive Assistant to the CEO · Apr 2021 — Aug 2021

Other Activities

SuperHeroes (Remote)

📍 Robin (Gen Z Consultant) · Jun 2023 — Present

Sofar Sounds (Madrid, Spain)

📍 Event Coordinator · Sep 2019 — Aug 2022

Inti & Co. (Madrid, Spain)

📍 Business Development Director · Jun 2020 — Jun 2022

International Relations Society (Lima, Peru)

📍 Member · Apr 2017 — Aug 2018