



ANDRES GARCIA RAFFO

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Cross-functional and highly motivated professional with a proven track record in content/product marketing, business development, and account management.

Unique perspective with an ability to navigate and thrive in diverse environments due to a multicultural background.

EDUCATION

Master's Programme in International Marketing & Brand Management

Lund University (2022 - 2023)

Bachelor in Business Administration, specialized in Marketing

Universidad Complutense
(2018 - 2021)

Diploma in International Relations

Universidad Villanueva
(2018 - 2021)

LANGUAGES

SPANISH · Native

ENGLISH · Bilingual (CAE, C1)

FRENCH · Intermediate (B1)

WORK EXPERIENCE

Customer Success Manager

JUMP · May 2022 - August 2022 (Madrid)

- 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.

Content Marketing Specialist

JUMP · January 2022 - May 2022 (Madrid)

- 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.

Business Development Representative

JUMP · November 2021 - March 2022 (Madrid)

Human Resources Assistant

Banijay Iberia · April 2021 - August 2021 (Madrid)

EXTRACURRICULAR ACTIVITIES

INTI & Co

Social start-up of sustainable fashion · 2020-2022

International Relations Society

University of Lima · 2017-2018

Sofar Sounds

Organization of intimate musical events · 2019-2022

Model of United Nations

Harvard MUN 2017 (Delegate)

CERTIFICATIONS

Content Marketing

HubSpot Academy

Google Display Ads

Google Digital Academy

Email Marketing

HubSpot Academy

Google Search Ads

Google Digital Academy

SKILLS

Account Management

Brand Development

Content Marketing

Copywriting

Cross-functional Teamwork

Product Marketing

Project Management

Market & Data Analysis

Sales Process

Strategy Development