

Andres Garcia Raffo

linkedin.com/in/andresgarciaaraffo
agraffo23@gmail.com
agraffo.github.io
+34 645 923 019

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

Lund Universitet

MSc International Marketing & Brand Management · Aug 2022 — Jun 2023

Universidad Complutense de Madrid

Bachelor in Business Administration, specialized in Marketing · Sep 2018 — May 2021

Universidad Villanueva

Diploma in International Relations & Governance of Institutions · 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)

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.
- Supported in the execution of client's paid marketing campaigns.

Business Development Representative · Nov 2021 — Mar 2022

Banijay Iberia (Madrid)

Human Resources Assistant · Apr 2021 — Aug 2021

Avina Media (Madrid)

Executive Assistant to the CEO · Apr 2021 — Aug 2021

Other Activities

SuperHeroes (Remote)

Robin (Gen Z Consultant) · Jun 2023 — Present

Sofar Sounds (Madrid)

Event Coordinator · Sep 2019 — Aug 2022

Inti & Co. (Madrid)

Business Development Director · Jun 2020 — Jun 2022

International Relations Society (Lima)

Member · Apr 2017 — Aug 2018