



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

CERTIFICATIONS

Content Marketing

HubSpot Academy

Google Display Ads

Google Digital Academy

SKILLS

Account Management

Brand Development

Content Marketing

Copywriting

Cross-functional Teamwork

Sofar Sounds

Organization of intimate musical events · 2019-2022

Model of United Nations

Harvard MUN 2017 (Delegate)

Email Marketing

HubSpot Academy

Google Search Ads

Google Digital Academy

Product Marketing

Project Management

Market & Data Analysis

Sales Process

Strategy Development