

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.

Relevant Experience

May 2022 — Aug 2022

Customer Success Manager · JUMP Data-Driven (Madrid, Spain)

- 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)

- 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

Content Marketing Specialist · 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

Adobe Photoshop

Brand Development

Copywriting

CSS, HTML & WordPress

Digital Marketing

HubSpot

MailChimp

Microsoft Excel