



Alejandro Perez Peñalver

RESUME CONTACT

JOB POSITIONS I LOOK FOR :

BUSINESS ANALYST
MARKETING ANALYST

Scrum, data analysis, BPMN, marketing (product, retail, price, and communication).

I am a business analyst with experience in Scrum with Jira, data analysing (qualitative and quantitative data), stakeholder engagement, information management, business governance and performance improvement for the European Commission and for big organizations. In this path,

I have applied and done piece of trainings in several tools such as Microsoft Project, Visio, Microsoft Power BI, R and Python.

- I am passionate about analysing and visualizing data, and do statistical analysis (descriptive and inferential statistics). I also examine the business needs to understand its requirement and to track future project performance. To do so, I analyse the project data with Microsoft Power BI, python and R.
- Advanced knowledge of Microsoft Power BI.
- Good Knowledge of Figma for wireframe design and prototype development.
- Participation in international, multicultural & complex projects in different sectors.
- 3+ years' experience in marketing and digital communications, data management, and data modeling & application development, mainly focused on corporate communication.

Skills

 Microsoft Power BI Strong knowledge		 R medium knowledge		 Microsoft project Strong knowledge	
 Python for marketing analytics medium knowledge		 Drupal medium knowledge		 Quant UX medium knowledge	
 MySQL medium knowledge		 SCRUM medium knowledge		 Power Apps medium knowledge	
 Figma Strong knowledge		 Screaming frog medium knowledge		 Power automate medium knowledge	
 QlikView medium knowledge		 Google Ads Strong knowledge			

Web Operation Manager | 02/2022 - Present European Commission - Unisys

- Maintaining the pages of the Europa.eu website under the responsibility of unit DG JUST. D3 (including editing and adding content, publishing studies, etc.).
- Support to experts meetings including in terms of communication to the experts, European Cooperation
- Network on Elections and joint mechanism on electoral resilience. This would include the communication
- tools with experts.
- Updating data on the Consular Protection website - record and analyse issues reported by users, propose changes and improvements to address issues.
- Update of the e-learning tool on Freedom of Movement - record and analyse issues reported by users, propose changes and improvements to address issues.
- Updating and coordination of the Unit's SharePoint site.

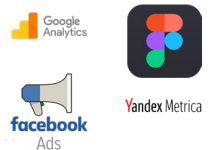


Look my project here

Volunteer- Marketing Manager | 11/2021 - Present

European project -Return the plastics

- Evaluation and development of the marketing strategy.
- Development and management of advertising campaigns.
- Creation of brand awareness and positioning.
- Supervision of the marketing strategy in social networks and content marketing.
- Analysis of the fulfillment of project objectives and proposal of corrective actions - KPIs and web analytics.



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Marketing Analyst | 05/2021 - 10/2021

NATURA CONSTRUCTIVA S.L.

- I have analyzed the financial and historical company dataset, which I used in the company marketing strategy designing (mission-values communication, social media management, and product and process design).
- Audit of social media, website, and digital communications.
- Microsoft Power BI report analysis of 2019-2021 company's financial statements.
- Support in the development of marketing planning.



Look my project here

User experience analysis of- hoteles.com, agoda.com and vrbo.com | JUN 2021 - SEP 2021

POLYTECHNIC UNIVERSITY OF VALENCIA - UPV - MACOM

- Laboratory analysis using eye tracking, GSR, and face encoding.
- For data analysis I did correlations analysis with R, standard deviation, and exploratory analysis with python and Microsoft Power BI.



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MARKET REASEARCH | PARTNETSHIP WITH EGSE BELGIUM APR 2021 - MAY 2021

ACIN RECYCLING METALS

- Reseach of all treatment of ferrous and non-ferrous metals Spanish companies. Data cleaning and visual report.



Look my project here

LANGUAGES

-  ADVANCED - WORK EXPERIENCE
-  DELF B1 - CERTIFICATE + WORK EXPERIENCE
-  BEGINNER - WORK EXPERIENCE
-  NATIVE - VENEZUELA

EDUCATION

**MASTER'S DEGREE
MARKETING AND
DIGITAL
COMMUNICATIONS**
POLYTECHNIC UNIVERSITY OF
VALENCIA - UPV
2020 - 2021

**BACHELOR'S DEGREE
BUSINESS
ADMINISTRATION**
POLYTECHNIC UNIVERSITY OF
VALENCIA - UPV
2014 - 2017

**BACHELOR'S DEGREE
TOURISM
MANAGEMENT**
POLYTECHNIC UNIVERSITY OF
VALENCIA - UPV
2014 - 2017



2022

2021

#Lifelong learning

#processes

#happiness

#critical_thinking

#projectmanagement

#teamwork

#KPIs

#UI

#Business Intelligence

#UX

#practical thinking



RESUME
CONTACT

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REFERENCES

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ACTIVITIES

RADIO HOST | JUN 2021 - NOV
2019 - JUL 2020 ONE LAST GAME

COPE ONDA NARANJA
Dedicated to talk about the way video games have
changed society, both positively and negatively

SELECTED FROM THE POLYTECH-
NIC UNIVERSITY OF VALENCIA BY
BLUE BBVA DIC 16th 2017

I have participated within a team in a national com-
petition for the creation of the best business idea
for social aid with the use of music (blue BBVA
challenge). • IDEA: the creation of Soundgram - so-
cial media based in audio communication, defense
in elevator pitch format, and exhibition of its final
appearance as an app demo.

2020

2019

2018

2017

DATA ANALYST - VOLUNTEER - O-CITY
10/2019 - 01/2020

European project -ORANGE CITY PROJECT
I have created an analysis in Microsoft Power BI about the education-
al status and activities in the Spanish cities and any kind of graphics
necessary in the team.
Objective: Discover how many educational institutions offer multime-
dia education in Spain, the location of each campus, and the charac-
teristics of each academic offer.



Look my project here

INTERNSHIP- Marketing Technician -
ROOMSDAY OTA | MAY 2019 - JUN 2019

Support for marketing activities. I oversaw the analysis of the audienc-
es, competence analysis, and communication campaigns design using
the inbound marketing methodology (Facebook Ads, Instagram, blogs,
articles...)



CLOSED FROM AUG 2019

Marketing Technician - MAB COMUNICACIÓN
SILENCIOSA | FEB 2019 - JAN 2020

To be responsible for marketing and communication for Mab Comuni-
cación Silenciosa.
Define the marketing strategy and develop communication campaigns
in social media.
Developing and maintenance of the WordPress website.
Help with the SEO/SEM strategy.
Obtain radio interviews for branding promotion.



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SCHOLARSHIP
| JAN 2019 - JUL 2019

CHAIR OF INNOVATION -
GANDIA UPV UNIVERSITY

I have been responsible for the email marketing, design, and layout of the
newsletter through an appropriate digital format at the innovation chair of
the campus of Gandia at the University Polytechnic of Valencia.
Responsible for promotion, planning, organization, and events promo-
tion activities related to innovation and entrepreneurship.



Look my projects here

MARKETING INTERNSHIP -ONG NATURA LIFE
| AUG 2017 - APR 2018

In regard to the Marketing strategy, SEO and brand identity I have
worked on the brand Natura Life Foundation.
Development of strategies focused on CSR and CSR in companies ap-
plied to the Foundation.
Development of the projects, focusing initially on the Fire.
Creation and launch of a campaign for fire prevention.
Create a working group of students from the campus, truly involved
with the project.
Manage, and coordinate the needs of the Foundation with the working
group, in different areas.
Any other activity necessary for the desired results, which affect ad-
ministration and management tasks.



Look my project here

Scholarship - CHAIR OF INNOVATION OF THE
CAMPUS OF GANDIA | JAN 2017 - JUL 2017

Promotion activities, planning, configuration, and event diffusion relat-
ed to innovation and entrepreneurship.
Digital marketing, design, and layout of a newsletter through a suitable
platform.
Management of a gamification platform.



Look my project here

Volunteering



Translator
TED Translators
Aug 2020 - Present

Translation French- English, English
-Spanish for Ted Translators. We are a
global community of volunteers who
subtitle TED Talks and allow the inspiring
ideas that can come to them to travel
languages and borders.



Social Media Marketing
TEDxAlcay

I have helped in the tasks of communication
and promotion in media, social networks,
and photography as well as in various tasks
for the organization of the TEDxAlcay event.

Look my team page here

Award

Outstanding student award

Master's Degree in Marketing & Digital Communication
2021



Third Prize total points and Honorable
Mention in the Campus Jump innovation
contest

Innovation Chair Polytechnic University of Valencia
(Campus Gandia)
2015

