Emilio Sayun Estrada

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Education

MSc in Management with Specialization in Business Analytics |Barcelona School of Management - Universitat Pompeu Fabra [2023 - 2024]
Relevant coursework: Data science, Advanced statistical methods, Applied statistics, Marketing research.

Bachelor in Finance | Instituto Tecnologico y de Estudios Superiores de Monterrey (ITESM) – Mexico City [2015 - 2019]

Work Experience

Client Solution Planner │ TikTok – Mexico City [March 2022 – August 2023]
- Collaborated with cross-functional teams, including Creator Monetization, Brand Strategy, Ad Ops, Sales Ops, Brand Partner Managers, Client Solutions Managers, and Product.
- Managed tactical implementation of client accounts, overseeing both pre-sales and post-sales activities.
- Developed and implemented marketing plans for key client campaigns.
- Tracked campaign KPIs, conducted marketing analytics, and generated detailed reports to measure and optimize performance.

Operations Analyst | Monks – Mexico City [December 2020 – March 2022]
- Developed trackers to measure the profitability of projects and brands retainers, ensuring financial efficiency.
- Created detailed budgets for projects and retainers, aligning financial resources with strategic goals.
- Conducted the 2022 financial forecast for various accounts, providing accurate and actionable insights.
- Evaluated key performance indicators to assess and optimize project outcomes.
- Managed revenue recognition processes, ensuring accurate financial reporting and compliance.

M&A Intern | Santander Bank - Mexico City [July 2019 – November 2019]
- Conducted market analysis to identify potential acquisition targets, supporting strategic growth initiatives.
- Analyzed financial statements to assess the financial health and viability of potential acquisitions.

Skills

- **Languages:** Spanish (Native) | English (Fluent) | French (Beginner)
- Proficiency in **R, PostgreSQL, Python, G Suite, Microsoft Excel, Looker, Power BI.**
- Advanced knowledge of **Bloomberg terminal.**
- **Investment Strategy Advisor** by AMIB - Asociación Mexicana de Instituciones Bursátiles
- Teamwork, Proactive, Time Management, Communication, Attention to Detail, Creative.