

Corporate communications strategist transitioning into business growth roles, leveraging expertise in product marketing and outreach to contribute across the full sales cycle and go-to-market execution in a fast-growing B2B start-up.

WORK EXPERIENCE



TELESPAZIO (SPAIN, ITALY & GERMANY) OCT 2020 - NOW
BUSINESS COMMUNICATION STRATEGIST

- Shaped corporate narrative; owned external comms (media, brand, social).
- Partnered with Sales/Product to align messaging to ICPs and use cases.
- Executed multi-market inbound/outbound to support a qualified pipeline.
- Supported GTM launches



CAE GSTORE (SPAIN) SEP 2019 - SEP 2020
BUSINESS DEVELOPMENT CONSULTANT

- Built the business expansion strategy
- Opened the first international closed-won deal
- Led cross-functional rollout of a major software update (Product/Eng/Ops)



VMWARE (SPAIN) JAN 2019 - AUG 2019
SALES DEVELOPMENT REPRESENTATIVE EMEA

- Prospected and multi-threaded target accounts (ABM focus).
- Qualified leads using MEDDIC criteria
- Booked and confirmed sales meetings for AEs
- Coordinated co-sell motions with value-added partners/providers

EDUCATION



THE POWER MBA · FUTURE LEADERS MAR 2021 - MAR 2022
BUSINESS MASTER'S PROGRAM

- Innovation in business models
- Lean startup
- Digital marketing
- Entrepreneurship & leadership
- Accounting & finance
- Strategy execution and data-driven decision making



SAN DIEGO STATE UNIVERSITY AUG 2017 - MAY 2018
BUSINESS & POLITICAL SCIENCE

- Entrepreneurship
- Institutional communication
- Financial instruments and markets
- International Law



UNIVERSIDAD ANTONIO DE NEBRIJA SEP 2015 - JUN 2020
BUSINESS + INTERNATIONAL RELATIONS

- Political science
- International security
- Economics and law
- Management and strategy

LANGUAGES

English
Full professional proficiency

Spanish
Native

Italian
Full professional proficiency

TOOLS



PROFESSIONAL SKILLS

- EMEA-based with multi-market stakeholder management
- Brand narrative, tone of voice, and positioning
- Product launches and GTM support across teams
- Sales enablement assets and partner coordination

PERSONAL ABILITIES & SKILLS

- Creative problem-solver
- Reliable and professional
- Fast learner and people-centered
- Proactive and hands-on
- Driven and accountable