

MARIA MCGLADE SEGOVIA

INSERT POSITION I WANT

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PERSONAL PROFILE

Data-savvy marketing professional with a proven track record in product launches and data analysis. Fluent in four languages, driven by curiosity and a passion for turning ideas into campaigns that engage, inspire, and deliver results.

KEY SKILLS

- Campaign management
- Data analysis and reporting
- Marketing automation
- Product management
- Content creation
- Cross-functional communication

EXPERIENCE

Product Marketing Communications Specialist **Nov 2023 - Today**
Elekta (Healthtech) *London, UK*

- Led the global launch of new software campaigns, increasing qualified leads by 30%
- Monitored competitor and market activity and refined messaging accordingly, leading to a 15% uplift in campaign engagement
- Developed targeted content and materials that boosted customer engagement metrics by 20%

Marketing Database & Reporting Intern **May 2023 - Nov 2023**
Elekta (Healthtech) *London, UK*

- Created dashboards to monitor campaign metrics, enabling teams to make data-driven decisions and cutting reporting time by 30%
- Cleaned and updated Salesforce data, improving targeting accuracy and reducing duplicate records by 25%
- Built automated email campaigns in Salesforce that increased open rates by 10% for target audiences

Librarian **Sep 2022 - May 2023**
H-FARM (Education) *Venice, Italy*

Bartender & Social Media Manager **Jun 2019 - Dec 2020**
Montpeliers Ltd (Hospitality) *Edinburgh, UK*

EDUCATION

Master of Science, Digital Marketing & Data Analytics **Sep 2022 - Nov 2023**
H-FARM College (University of Chichester) *Venice, Italy*

- Participated in challenges and hackathons with De'Longhi & Juventus
- Nurtured curiosity for UX & data

Bachelor of Arts, Business Administration with Marketing **Sep 2017 - Oct 2022**
Edinburgh Napier University *Edinburgh, UK*

ADDITIONAL SKILLS AND ACHIEVEMENTS

- **Languages:** English (native), Spanish (native), Italian (C2) and French (B2)
- **Certifications:** CodeAcademy Analyse Data with Python, AutoCAD, Google Analytics and QlikSense