MARIA MCGLADE SEGOVIA

MARKETING MANAGER

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PROFESSIONAL SUMMARY

Data-savvy marketing professional with a proven track record in product launches and data analysis. Fluent in four languages, combines data analytics, UX insights and go-to-market expertise. Turning ideas into campaigns that engage, inspire, and deliver results.

KEY SKILLS

- Campaign management
- Data analysis and reporting
- Marketing automation
- Project management
- Content marketing and SEO
- UX and customer research

EXPERIENCE

Product Marketing Communications Specialist   Nov 2023 - Present
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*

- Built dashboards in Salesforce and QlikSense 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 │ *While studying*   Sep 2022 - May 2023
H-FARM (Education)   *Venice, Italy*

Bartender & Social Media Manager │ *While studying*   Jun 2019 - Dec 2020
Montpeliers Ltd (Hospitality) Edinburgh, UK   *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: Analyse Data with Python, CAD and Digital Manufacturing, Start Up Lab, Project Management for Innovation, Economics of Blockchain