

MARIA MCGLADE SEGOVIA

MARKETING MANAGER

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SUMMARY

Data-savvy marketing professional with a proven track record in product strategy across multiple countries. Fluent in four languages, I combine data analytics, UX insights and go-to-market expertise. Turning ideas into campaigns that engage and deliver results.

CORE 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

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
- Main courses: Big Data and Analytics, Digital Strategies and Digital Marketing, Experience Design and Web Design

Bachelor of Arts, Business Administration with Marketing

Sep 2017 - Oct 2022

Edinburgh Napier University

Edinburgh, UK

LANGUAGES

English (native), Spanish (native), Italian (C2) and French (B2)

CERTIFICATIONS

Analyse Data with Python, Start Up Lab, Project Management for Innovation, Economics of Blockchain, CAD and Digital Manufacturing