



MARIA McGLADE SEGOVIA

Marketing & Business graduate with a passion for sustainability and data analytics. Multi-lingual and from a multi-cultural background, I quickly learn & adapt to different teams. Seeking a dynamic working environment.

WORK EXPERIENCE

- 2022 - Today ● **H-ouse**
Librarian
- Supervised students in clubs & extra-curricular activities
- 2018 - 2020 ● **Montpeliers Ltd. (Edinburgh)**
Bartender & Social Media Manager
- Designed & managed social media campaigns, improving customer engagement through targeted ad-hoc initiatives.
 - Expanded communication skills such as negotiation, up-selling & objection management
- 2016 - 2017 ● **Academia Innova SL**
English Teacher
- Demonstrated creative & innovative problem-solving skills by creating personalized study plans

ACADEMIC

- 2022 - 2023 ● **H-FARM College - University of Chichester**
Master of Science, Digital Marketing & Data Analytics
- Expanded knowledge of big data analytics & visualization
 - Nurtured curiosity for UX & product management
 - Participated in challenges with *De'Longhi & Juventus*
- 2017 - 2022 ● **Edinburgh Napier University**
Bachelor of Arts, Business Administration with Marketing
- Created effective marketing & business plans that increased sales through strategy & positioning
 - Discovered passion for sustainable branding & strategies
- 2014 - 2016 ● **Colegio Sagrado Corazon "Las Esclavas" (Fundación Spínola)**
Social Sciences Baccalaureate

PERSONAL INFO

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- in [linkedin.com/in/maria-mcglade](https://www.linkedin.com/in/maria-mcglade)
- 🔗 miamcgs.github.io/online-cv/

LANGUAGES

- Spanish** Native proficiency
- English** Native proficiency
- Italian** Full professional proficiency [C1]
- French** Professional proficiency [B2]

ACTIVITIES & INTERESTS

- Choir member**
San Estanislao de Kostka Choir
- Animal shelter volunteer**
Villotta dog & cat shelter
- Reforestation NGO associate**
Plantastic Impact OdV
- Course representative**
MSc DMDA (H-FARM)

COMPUTER SKILLS

| | |
|------------------|------------------------|
| Microsoft Office | <div><div></div></div> |
| Adobe CC | <div><div></div></div> |
| Python | <div><div></div></div> |
| AutoCAD | <div><div></div></div> |
| Wordpress | <div><div></div></div> |
| Google Analytics | <div><div></div></div> |