

# Miguel Beteta Rodrigo

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## EDUCATION

**University of California Berkeley, Haas School of Business** - Master of Business Administration, 2016 (expected)

**University of California Berkeley, Extension** - IDP Graduate Certificate in Business Administration and Marketing, 2006

**Universitat Politècnica de Catalunya, Barcelona, SPAIN** - Bachelor of Science in Telecommunications Engineering, 2006

**De Monfort University, Leicester, UNITED KINGDOM** - Bachelor of Science in Broadcast Technology, 2005

## EXPERIENCE

### **BrightRoll (acquired by Yahoo in December 2014)**

San Francisco, CA

*Manager, Market Research (2014 – present)*

- Lead a team of analysts in charge of providing strategic insights support to internal and external clients globally, including tailored recommendations to more than 400 request for proposals and the development of more than 100 research studies.
- Designed, developed, and implemented an enhanced research reporting system that facilitates performance tracking of all campaign research studies relevant to each specific sales territory, in a centralized location and in an automatic fashion.
- Collaborate with product managers on development and QA of new Insights video platform, becoming the lead point of contact for proprietary advertising effectiveness solution directly linked to strategic partnerships and revenue generation.
- Conducted a first-of-its-kind study to measure effectiveness of a cross-platform video advertising campaign for a key account, unveiling crucial insights on optimal performance of mobile versus desktop media channels.
- Authored and published a comprehensive thought-leadership research report on the state of the digital video industry specific to the entertainment category allowing the company to re-gain momentum in the sector.

### **International Data Group (PCWorld & Macworld)**

San Francisco, CA

*Research Manager, Audience Development and Digital Analytics (2010 – 2014)*

- Provided strategic consulting to sales, marketing, product management, and business development teams, leveraging the power of data and analytics to inform business decisions and boost profitability.
- Translated findings from primary research and web analytics (Adobe Marketing Cloud & Google Analytics) data into digestible visually appealing content, utilized by sales to generate millions of dollars in advertising revenue.
- Designed and productized a state-of-the-art research study for Worth Avenue Group, attracting over 2,100 complete survey respondents, and generating \$40,000 in incremental revenue.
- Managed strategy and execution of ground-breaking mobile security study in partnership with Jefferies & Company.
- Identified, designed, and implemented additional revenue streams for IDG business unit, resulting in 750% YOY increase.

### **ZenithOptimedia (Publicis Groupe)**

San Francisco, CA and London, UK

*Senior Research Analyst, Strategic Resources Group (2008 – 2010)*

- Managed a variety of research projects and world-class publications including Advertising Expenditure Forecasts, Emerging Media Trends, and Economic Indicators.
- Advised media-planning teams and clients worldwide on research, strategy and analytics, including a six-month engagement at the company's international headquarters in London, UK.
- Actively supported new business development teams, managing the research involvement within pitches.

*Research Analyst, Strategic Resources Group (2007 – 2008)*

- Performed quantitative and qualitative analysis for major clients including HP, Toyota, Nestle, and Fox.
- Pulled and evaluated media usage and competitive advertising spending metrics. Coded and cross-tabulated media consumption against demographic aspects from syndicated research sources such as comScore and Nielsen.

### **Comcast Spotlight**

San Francisco, CA

*Market Research Analyst (2006)*

- Analyzed data from syndicated research sources and produced creative ad-sales content reports.
- Awarded outstanding intern of the year by Bay Area STAR (Society for Television, Advertising & Radio).

## ADDITIONAL

- Passionate golfer, world traveler, and tech enthusiast.
- Native in Spanish and Catalan. Fluent in English. Legal Permanent Resident of the United States.
- Recipient of prestigious NSHMBA scholarship for academic and professional achievement.