

## PROFESSIONAL EXPERIENCE

### Operations – Glover Specialist | Glovo | January '18

- Recruitment and management of the complete group of glovers for its opening and distribution in the different city areas.
- Training, analysis and direct communication with the couriers to achieve the weekly goals set in the internal metrics.
- Management of incidents in the platform which affect consumers and partners in cooperation with the national accounts team.

### Account Manager | Hipertextual | January '16 – November '17

- Briefs management, leads capture, direct communication with clients, business meetings and preparation of proposals and budgets.
- Responsible for the fulfilment of objectives around digital advertising, branded content and audiovisual productions always considering the scope and timings.
- Assessment and measurement of campaign's success realising analysis and performance reports.

### Digital Project Manager | Hipertextual | September '14 – December '16

- Management of digital projects: microsites, blogs, landing pages, email marketing and social media campaigns, in charge of a six person team.
- Development and management of advertising campaigns around branded content, audiovisual productions and display advertising.
- Budgets optimization, retrotimings implementation, feedback collection and project modifications.

### Digital Content Creator | Hipertextual | May '14 – April '15

- Development of digital contents and branded contents oriented to each type of audience.
- Management and maintenance of social media channels, launch of new online communities and coverage of international events.

### Internship | Microsoft Ibérica | November '13 – March '14

- Management of promotional campaigns for different consumer products and lead capture in universities and national events.
- Periodic training sessions for partners at sales point: El Corte Inglés, Worten, Game, Fnac.

## CLIENTS

Ford | Siemens | Visa | Microsoft | Audi | Samsung | CaixaBank | Telefónica | BBVA | HBO | Vodafone | Toyota | Iberia, etc.

## EDUCATION

- **Master in Digital Marketing | IAB | 2015-2016**
- **Degree in Marketing & Commercial Management | URJC | 2010-2014**



## ABOUT ME

I am an organized, decisive and meticulous person, who has the experience to take responsibilities. Currently I work in the Operations Department at Glovo, managing the complete group of couriers in Madrid to improve the quality of the consumer service.



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## LANGUAGES

**Spanish: Native competence**

**English: Professional competence**

## TOOLS

Trello | Google Drive | MailChimp  
Microsoft Office | Photoshop |  
Google Analytics | Wordpress |  
Buffer | Facebook Ads | Acuity