

PROFESSIONAL EXPERIENCE

Operations Specialist | Glovo | January '18

- Recruitment and management of the complete group of glovers for its opening and distribution in the different city areas.
- Operational improvements of cities through data processing collected: costs, orders, ratings, onboarding, distances, timings, etc.
- 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 Account Management (AM) team.

Account Manager | Hipertextual | January '16 – December '17

- Building and maintaining strong, long-lasting client relationships, and developing new business.
- Briefs management, settling incidents, direct communication with clients, business meetings and preparation of proposals and budgets.
- Responsible for the fulfilment of objectives around marketing and digital communication campaigns always considering the scope and timings.
- Assessment and measurement of campaign's success realising analysis and performance reports.

Digital Project Manager | Hipertextual | May '14 – August '16

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

Internship | Microsoft Ibérica | November '13 – April '14

- Management of promotional campaigns for different consumer products and lead capture in universities and national events.
- Training, analysis and direct communication with the partners at sales point to achieve the weekly goals set in the internal metrics.

CLIENTS

Ford | Siemens | Iberia | Microsoft | Audi | Samsung | Netflix | Telefónica | BBVA | HBO | Vodafone | Toyota | VISA, 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 practical person, who has the experience to take responsibilities. Currently I work in the Operations Department at Glovo, making operational improvements of cities through data processing collected and managing the complete group of couriers in Madrid (#1 highest-rated city) to improve the quality of the platform.



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LANGUAGES

Spanish: Native competence
English: Professional competence

TOOLS

Trello | SQL/Sequel Pro | Acuity | MailChimp | Microsoft Office | Photoshop | Google Analytics | BI/Looker | CRM | CMS | Zendesk