

ID-56685 JUAN JOSÉ

Madrid, Spain

PROFESSIONAL SUMMARY

Professional in the fields of marketing, CRM, sales and event management. Hardworking, highly motivated, self-confident and bright team player. Used to working under pressure in a proactive manner, eye for details, effective and prioritizing wisely. Capable of leading and motivating team members but also comfortable working on my own initiative.

EDUCATION

EAE BUSINESS SCHOOL

Master in Digital Marketing & e-commerce

Madrid, Spain

March 2021 - Present

IE BUSINESS SCHOOL

Master in International Management (MIM)

Madrid, Spain

February 2016 – December 2016

- GPA: 3.57/4.00 (Sales & Marketing specialization)
- Beta Gamma Sigma honor society member

UNIVERSITY OF ALCALÁ DE HENARES (UAH)

Business Administration and Management Graduate

Madrid, Spain

September 2010 – May 2014

PROFESSIONAL EXPERIENCE

Peugeot Auto Rallye - Official Peugeot's dealer.

Marketing, Quality & Digital Manager

Madrid, Spain

November 2017 – Present

- Managed Social Media accounts: Facebook, Twitter, Instagram, LinkedIn and Youtube.
- Advertising. Using Adobe Photoshop, Illustrator, Canva.
- Managed Google My Business and Google Analytics. Dealing reviews and clients questions.
- Managed suppliers. Purchasing Management. Control of stocks.
- Web maintenance. Generated Leads.
- Photography of stocks and creating social media content.
- Organized marketing campaign and sponsorship events. Google Ads, Facebook Ads.
- Managed customer relationship (CRM) and quality control. Improved 16% quality and incentives.
- Creating action plans for the team to improve the online and offline service and increase the sales. Improved a rate of 58% of online sales.

MAXAM – Industrial products.

Travel Management Trainee

Madrid, Spain

February 2017 - November 2017

- Carried out Travel Management using Notilus program.
- Data Analysed: Excel, Qlickview, Notilus...
- Negotiated possible partnership agreements. Ensured compliance of the Travel Policy.

Peugeot Auto Rallye - Official Peugeot's dealer.

Madrid, Spain

Social Media Manager. Accounting and Administration

July 2015 – December 2015

- Carried out Account Management using Quiter Auto Web program. Bank reconciliation.
- Managed social media: Facebook, Twitter, Instagram and LinkedIn.
- Organized marketing campaign and sponsorship events. Generated Leads.
- Managed customer relationship (CRM) and quality.

Metro Hospitality - Promotional and event staff.

London, UK

Events Waiter/Host

March 2015 – June 2015

Triumph Group International - Events and communication agency.

London, UK

Events Assistant

September 2014 – June 2015

- Created and managed database. Client relationship B2B and B2C, making offers via email or telephone. Attended meetings with customers and suppliers.
- Managed event planning and managed budget. Attracted new clients.
- Carried out some event management for the Italian Embassy in London, as Welcome Italia fair.

LANGUAGES

Spanish (Native).

English (Fluent, IELTS B2 in July 2016).

ADDITIONAL INFORMATION

- **Professional Affiliations:** IE Business School social media.
- **Additional professional experience:** Sport events coordinator and camp monitor for the UAH.
- **Additional education:** Certificate of professional competence for road freight transport. Dirección General de Transportes (Madrid). January 2013.
- **Hobby:** Playing padel and golf. I am interested in any new digital marketing.
- **Volunteer:** Cooperación Internacional ONG. Social Services.