



ID-50713

Trained and expertise in marketing, sales and customer experience with the aim to have 360° business vision.

Now I'm specializing in Service Designer, learning the newest methodologies to improve and build the best relationship between customer and company.

## CONTACT

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April 21, 1982

28027 Madrid

## ACADEMIC TRAINING

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**2019**

Service Design Executive  
(UXER School)

**2012**

European Master Degree in Web  
Marketing and Digital Advertising  
(ESIC-ICEMD Madrid)

**2008**

MBA in Job Training INEDE  
(Universidad Católica de Valencia)

**2007**

Degree in Business Administration  
specialized in Marketing  
(Facultad de estudios de la empresa  
Universidad Politécnica de Valencia)

## LANGUAGES

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Spanish - Native

English - Advanced

Portuguese - Basic

Valencian/Catalan - Advanced

### > TOYOTA SPAIN

FEBRUARY 2017 - MARCH 2019

#### CUSTOMER EXPERIENCE CONSULTANT

- Attitudinal analysis and training sales/after sales teams.
- Facilities analysis and supervision.
- Customer experience improvement plans.

### > BMW MADRID

SEPTEMBER 2015 - DECEMBER 2016

#### DIPLOMATIC SALES SPECIALIST

- Diplomatic car sales.
- Customer portfolio management: Embassies and diplomatic corps.
- Diplomatic events organization.
- PR Embassy and diplomatic corps.

### > BMW MADRID

JULY 2014 - AUGUST 2015

#### SALES SPECIALIST

- Car sales.
- Customer portfolio management.
- Customer service.

### > BMW SPAIN

JULY 2013 - JULY 2014

#### DIGITAL CONTENT MANAGER

- Management, monitoring and implementing web content: www.bmw.es
- Creation and development mobile campaigns.
- Support in strategy, creativity and social media management BMW Spain.

### > AXEL SPRINGER SPAIN

APRIL 2012 - JUNE 2013

#### SOCIAL MEDIA MANAGER

- Development, Planning and Monitoring Social Media Strategy Products: AutoBild, Hobby Consolas.
- Social Media training journalist teams and employees .
- Trainer Axel Springer School.

### > GACETA TECNOLÓGICA

JUNE 2011 - MARCH 2012

#### COMMUNITY MANAGER

- Architecture and Web Usability.
- Creation, Planning and Monitoring Social Media Strategy.
- SEO Strategy.

### > BODEGAS EMILIO CLEMENTE

AUGUST 2009 - AUGUST 2010

#### MARKETING DEPARTMENT

- Development and implementation of marketing plan.
- Development and management of the website.
- Brand promotion campaigns.

### > FERIA VALENCIA CEVISAMA/HABITAT

JANUARY 2008 - JANUARY 2009

#### TRAINEE MARKETING

- Customer Care/PR.
- Web strategy.
- Valencia Motor show support.