



María Senderos

Understanding marketing as collaborative effort driving by teamwork, creative ideas and dedicated execution

Adding value whenever the business requires me

360° MARKETER

The privilege of collaborating with inspiring colleagues and working under managers who entrusted me with leadership roles in cross-functional projects brings me here. I believe that success is the product of collective and collaborative spirit

Always learning and improving is my motto

KEY ACHIEVEMENTS

Marketing Strategies across 10 countries where marketing had been largely absent, North & South Europe and Africa.

New **Product Launch Plan** SEO & SEM Spain strategies **Great Place To Work** ambassador in Germany, Italy and Spain, certification gained

1st Digital Barometer edition research (2023) in collaboration with AEDHR (Asociación Española de Directores de Recursos Humanos)

Sales Methodology definition and elaboration for SBS and Sopra HR Software

Congress sponsoring and events across different countries (over 6 events in different countries within a year)

Market Analyst membership: RFI highlighting the value added and differentiation points over competitors

Hybrid and streaming sessions - Covid period (roundtables)

Zycko rebrand into Nuvia, SEO definition for the new website, **Salesforce migration** membership

Experience events such as F1-cross and upselling & lead generation

SOFT SKILLS

- Results and business oriented
- Decision making and problem solving
- Flexibility and resilience
- Proactive and positive
- Motivational attitude
- Entrepreneurial thinking
- Adaptable with a fast learning curve
- Trust building

LANGUAGES

Spanish: native | English advanced | French beginner

CORE COMPETENCES

STRATEGY

- o Regional expertise (EMEA focus)
- o Strategy definition based on business goals, market trends, competitor benchmark
- o Country-specific marketing plans tailored to local markets
- o Key Performance Indicators (KPIs), definition and follow up
- o Proactively participation and contribution to regular business
- o 5 people team leadership (design, social media, CRM, Africa marketing manager, operational marketer)

BRANDING & COMMUNICATION

- o Press & Communication relationship and content creation (Equipos&Talento, RRHHDigital, Factor Humano, CIO, etc)
- o Market Analyst member team: RFI elaboration support identifying the key differentiations points and value added from competitors (Gartner, Everest, Quadrant)
- o CSR: lead initiatives that reinforce the company's values and contribute to society
- o HR Associations sponsorship: partner with HR Associations to strengthen brand confidence and generate networking

OPERATIONAL MARKETING

- o Multi-channel and integrated campaigns. Applying value content to lead generation, upselling and cross-selling at the same time brand is reinforced
- o Nurturing campaigns matching customer's journey and sales lifecycle to support engagement, conversion and retention
- o Event management: run event calendar including online, hybrid, physical, congress or owned events.
- o Digital marketing- marketing automation (HubSpot, Eloqua, Pardot, Mailchimp), Social Media paid campaigns (LinkedIn), SEO & SEM strategy definition, content marketing strategy, conversion and KPI analytics
- o Marketplace vendors alliances: cobranded actions, MDF negotiation, etc.

EMPLOYER BRANDING

- o Great Place To Work Ambassador in Germany, Italy and Spain. Certification achieved. Action plan, quick wins, key improvement areas
- o Excellence project member team: actively participated in strategic improvements to drive organizational excellence
- o HR communications strategy support and collaboration
- o Talent attraction and collaboration

CROSSFUNCTIONAL

- o Sales methodology elaboration across SBS and Sopra HR
- o CRM migration (Microsoft Dynamics, Eloqua, Salesforce), test member team

EXPERIENCE			EDUCATION
Feb 2021 Apr 2025	EMEA MARKETING MANAGER	SOPRA HR SOFTWARE HR IT solutions and services	Marketing and Market Research Bachelor Overall score: 8,7
Mar 2015 Feb 2021	MARKETING MANAGER	Nuvias Iberia, Zycko. Now Infinigate IT Distribution	(2017-today) 6 subjects to be finished
Nov 2013 Mar 2015	ACCOUNT MANAGER & TELEMARKETING	(Juniper, Nokia, Riverbed, Arbor, Polycm, OneSpan)	
Dec 2012 Oct 2013	SALES MANAGER	PANARCOS INTERNACIONAL International trading	
Jul 2011 Oct 2013	DIRECTOR'S ASSISTANT	BASKET KING- AND1 BRAND Retail distribution	International Trade Madrid Chamber of Commerce 2010- 2011
Dec 2008 Jul 2011	SALES & GROUP DEPARTMENT	GLOBALIA Define, negotiate and elaborate all travelling packages offered at tourism agencies	
Sep 2008 Oct 2008	TOURISM INTERSHIP AT SALES DEPARTMENT	WESTING PALACE MADRID 5* HOTEL	Tourism and Commercialization Casa de Campo Tourism School 2006- 2008

*References are available upon request.
Let's talk*