

CV DGD

EDUCATION

2017 - 2018 Master's degree in **DIGITAL BUSINESS** at **ESIC**
2016 - 2017 Bachelor's degree in **INTERNACIONAL COMMERCE** at **PLYMOUTH UNIVERSITY**
2015 - 2016 Bachelor's degree in **MARKETING AND COMMERCE** at **CAMERA DE COMERCIO DE BILBAO**
2009 - 2015 Bachelor's degree in **BUSINESS ADMINISTRATION** in **DEUSTO BUSINESS SCHOOL** (Campus Bilbao)
1995-2007 Primary and Secondary education in **Collège Français De Bilbao**

WORK EXPERIENCE

2020- **Regional Sales Manager - Just Eat Takeaway** (Currently)
- Lead the sales team of the North & West & Canary Islands, Spain.
- Design and implement through the team the sales strategy of the region
- Set up the KPIs, to achieve the weekly teamwork focused on their goals and individual targets

2019-2020 **Account Representative & Territory Account Manager - Uber Eats**
- Responsible for launching new cities in the north of Spain
- Responsible for selecting and getting new top accounts partners in the north of Spain (in new and existing cities), improving revenue, and developing sales methods for this geographical area
- Responsible for growing revenue within those accounts that have been acquired in the launch and subsequent expansion of the cities in the north of Spain

2019 Investor/CEO at **LíderAnalytics** (agency specialized in web analytics and online strategy) (Currently)

2018 Responsible for digital marketing and analytics of the digital platform at **GoldiaSports S.L.** (Currently)

2018 Commercial Administrative in **"SER or not SER Marketing Online"**
Tasks developed: Support in SEO positioning, SEM and Analytics and Conversion
Support in commercial work.

2017 Partner Recruiter at **Medecins Sans Frontières**

2017 **Securitas Direct Commercial**
Tasks developed: Commercial of Securitas Direct, for a Future commercial head coach Bizkaia.

2014 Strategic Management Assistant at **Goldia Sports S.L.**
Tasks developed: Participate together with the other 3 members of the company in the total development of the company. Creating and developing projects both in the short, medium and long term.

2009-2014 **Goldia Sports S.L.**
Tasks developed: Sports coach, assistant coordinator, and organization of sports events

LANGUAGES

Spanish: Mother tongue

French: Level C2.

English: Level C1.

- Overseas stays: Summer 2007 in the United States with a host family and Summer 2012 in Brighton
2016 - 2017 University year in the city of Plymouth, in England

COMPUTER TOOLS

Advanced user-level management of **Microsoft Office** and **WordPress** office tools
User-level management in **SAP**, **Solid Edge**, **Proteus**, **AutoCAD** and **Prestashop**
Google Analytics Certificated

PROJECTS AND COURSES

Project for **KUTXABANK** in the new **PSD2 regulations** (January-March 2018)
Project for **PHILLIPS HUE** of ideas to lead the transformation of homes to **Digital Home** (Nov-Dec 2017)
Project for **ORANGE** developing a Lead Acquisition and Customer Loyalty Plan (May-July 2018)
Course in **DIGITAL TRANSFORMATION IN COMPANIES** (170 hours) January-March 2018

OTHER DATA OF INTEREST

Hobbies: All kinds of sports, film, music

B1 driver's license available

International geographical availability: Abroad and/or National