



IÑIGO

ID-58999

SUMMARY

Double degree in Law and Business Administration, with a strong business vocation, that is why I decided to do a Master's Degree in Science of Marketing, with the main intention of developing my commercial and strategic skills. I define myself as an active and multidisciplinary person, able to take on challenges and responsibilities, since I have been combining my studies/work with high competition sports for years.

SKILLS

Business Development
Business strategy
Data analysis
B2B and B2C marketing
Customer monitoring
Prospecting
Market Research
Microsoft Office
SAP
Hubspot

CONTACT DETAILS

España 33001 - Oviedo



EXPERIENCE

Business Developer and Marketing and Communication Manager

Dogram | June 2021 - Currently

- CRM manager (Hubspot)
- B2B Marketing / Account Based Marketing
- 360° model of sales- Generate a pipeline from scratch - Long sales cycles
- Developing the communication strategy and brand image of the company (web and LinkedIn)
- Prospecting and research of new markets, opportunities and companies.

Trainee in the Marketing Department

Alimerka S.L|August 2019 - December 2019

- Supplier and competitors analysis
- Customer satisfaction analysis (NPS)
- Market and customer segmentation
- Advertising campaigns



ACADEMIC HISTORY

Master in Science of Marketing

Universidad Carlos III de Madrid |
September 2020 - June 2021

Full time master's degree, taught entirely in English.

Master's Thesis: MASS CUSTOMIZATION IN SERVICE MARKETING: THE CASE OF THE GYM SECTOR

Bachelor of Business Administration and Management (BBA)

Universidad de Oviedo | September 2014 -
June 2020

Final Thesis: DIGITAL TECHNOLOGY STRATEGIES IN SPECIALIZED COMMERCE.

Activities: 100m and 200m sprint athlete at the University of Oviedo team. Scholarship from the University's sports department.

Bachelor of Laws (LLB)

Universidad de Oviedo | September 2014 -
June 2020

Activities: 100m and 200m sprint athlete at the University of Oviedo team. Scholarship from the University's sports department.

General English Certificate - C1

University of Queensland | March 2020