

# ID-59460 MELCHOR

## EXPERIENCE

### Account Manager

SGA Information Management

September 2017 - Ongoing

Madrid (Spain)

- Business Development: Partnership and lead generation in Spain, Europe and LATAM.
- Branch Opening in Bogotá (2019 and 2020).
- Responsible for maximizing and driving revenue.
- Implementing robust account plans with complex clients (banking, insurance, retail and FMCG).
- Liaising with senior executives and managers to come to decisions.
- Currently 45 clients portfolio in banking, insurance, industrial and FMCG.
- Team coordination to establish the human and material resources required to carry out each project.

### Marketing & Communications Manager

SGA Information Management

May 2016 – October 2017

Madrid (Spain)

- Promoted to Communications Officer, in charge of the development of the marketing plan and adaptation to the objectives for each of the SGAIM group companies.
- Monitoring and reporting to each Country Manager, and support in improving the image of the company.
- Responsible of the transition from conventional to digital media. Implementing Growth Hacking strategies through the development of marketing and communications.

### Marketing Assistant

SGA Information Management

February 2016 – April 2016

Madrid (Spain)

- Responsible for the management of the corporate website and social network accounts.
- In charge of launching newsletter campaigns and client database management.

## SUMMARY

Account Manager with experience in marketing and product management.

I am used to work in different environments with international stakeholders..

I have strong communication and interpersonal skills.

## SKILLS

	Average	Good	Excellent			
Excel	●	●	●	●	●	○
Word	●	●	●	●	●	○
Power Point	●	●	●	●	●	○
SQL	●	●	●	○	○	○
Google Analytics	●	●	●	○	○	○
Google Data Center	●	●	●	○	○	○

## EDUCATION

### BA Business Management

Universidad CEU San Pablo - 2016

### BA Marketing

Universidad CEU San Pablo - 2016

### Erasmus Scholarship

Laurea University (Finland) - 2015

## LANGUAGES

- Spanish (Native)
- English (C1)
- Portuguese (A2)