



ID-48900

Madrid, 28001, SP · 02/03/1989

EXPERIENCE

Freelance at SC Media (2017-Apr 2019)

Sep 2017 – Apr 2019 Sales, Spain

- Recruitment of new clients with investment in digital advertising media (Papa John's, Casino Gran Madrid, Laboratorios Alter)
- Introduction and development of the Papa John's brand in Spain and Portugal.

Playthe.net (2014-2017)

Nov 2014 – Jun 2017 Sales, Madrid, Spain

- Development of the commercial policy and prices of digital media.
- Sales and development of campaigns in digital supports for the main advertisers of the Horeca sector (Coca-Cola, Pernod Ricard, Loterías y Apuestas del Estado, Bwin...).
- Trade agreements with the main media agencies (Havas, Publicis, Carat, Group M, OMD...)
- Design of management tools, monitoring and control of campaigns issued in digital media for media agencies and direct clients.
- Sales and marketing departments coordination.
- Customer management and billing tracking supervision.
- Institutional representation of the company in national and international events of recognition to the technological innovation (Hong Kong, London, Barcelona).

JCDecaux OneWorld (2014)

Mar – Aug 2014 (6 months) International Sales Assistant, London, UK

- Develop outdoor global media plans, negotiation with the client and coordinating sales.
- Providing backup for the administration team, reporting the state of sales and accounts to managing director and sales director, preparing weekly turnover reports and client contracts.
- Responding to briefs from clients and agencies, creating bespoke campaigns and coordinating sales.
- Compiling pricelists and Powerpoint presentations for JCDecaux products in each country.
- Liaising with international JCDecaux offices to request information and clarifications.
- Providing assistance in the co-ordination of international advertising campaigns
- Helping to compile presentations, statistics and photo presentations of international campaigns.

N&C advertising (2012-2013)

Sept 2012-Sept 2013 (1 year) Sales and Marketing Department Assistant, Madrid, Spain

- Advertising sales representative.
- Elaboration of daily reporting of audience.
- Responding to briefs from client requests, creating bespoke campaigns and coordinating sales.
- Account assistant: market analysis, strategies for the clients Vitaldent and Laboratorios Alter.
- Working integrated campaigns for different media: TV, outdoor, Radio, newspaper and magazines.

EDUCATION

2007-2013 Bachelors of Science in Business Administration
COLEGIO UNIVERSITARIO DE ESTUDIOS FINANCIEROS (**CUNEF**), Madrid, **SPAIN**

LANGUAGES

- **Spanish:** Mother tongue
- **English:** Intermediate

SKILLS

- Proficiency in MS Word, Excel, PowerPoint, Outlook

HOBBIES

- Horse riding