

For an idea to be a triumph, someone has had to believe in it



# Mr. LUIS M.

## SKILLS

DECISION MAKING

STRATEGIC THINKING

RESULTS ORIENTED

ENTREPRENEURSHIP

PROACTIVITY

LEADERSHIP

TEAMWORK

DIGITAL STRATEGY

ANALYTICAL

COMUNICATION

## LANGUAGES

SPANISH

CATALAN

ENGLISH

FRENCH

## HOW ARE YOU?

Hello! I consider myself a global person, curious and eager to learn. Among my passions I highlight the entrepreneurship world, sports, digital strategy and surround myself with people who inspire me.

If you want to meet a hard worker who puts passion in everything he does, do not hesitate to contact me.

## EDUCATION



• **Master in Online Marketing and e-commerce.**

University of Barcelona, EAE Business School, Barcelona.(2017-2019). *Consumers are my vocation.*



• **Degree in Psychology.** Abat Oliva CEU

University, Barcelona (2013-2017). *Their behavior, my passion.*

## WORK EXPERIENCE

### Head of marketing at Neurafy (Sep 2018-currently)

- Online and offline marketing strategy.
- Creation of digital marketing strategy.
- Communication, event organization and P.R.
- Management of thirty party relationships.



Working independently, B2B business communication, direct contact with executives. Conversion optimization with low budgets.

**Achievement:** combining it with my master studies.

## VOLUNTEER



## ENTREPRENEURSHIP CLUB

I have always combined my studies with one of my great passions, the entrepreneurship world. (2014-2017).



## HUMAN BEING

**Senegal:** carrying out my own project, bringing school materials and resources to the villages of Tiabibu, Itatu and Tiancoumalal. (2016-2017).

**SanJuan de Dios:** Realization of games and playful tasks with hospitalized sick children. (2016-2017).

## International work experience USA (Jun-Sep 2018)



- First international work experience.
- Working as a lifeguard.

**Achievement:** I combined it with my role in Neurafy.

## Digital marketing (Feb-Oct 2018)



- Creation of digital strategy (SEO, SEM, SMO).
- Generation of content.
- Updating website content.
- Improvement of online branding.

Neurafy creates tailored AI assistants. Experience within B2B SAS, adaptability, quick changes, first contact with Agile methodology.

**Achievement:** I was promoted once I finished my contract.

## H.R Trainee (Ma-Aug 2017)



- Completion of recruitment processes independently.
- Headhunting, active search.
- Personal interviews.

**Achievement:** I was promoted as a consultant in the same office, refusing it to improve in digital strategy and marketing operations.

**References:** Zulima Cuadros: director of innovation strategy in permanent placement Spain: [zulima.cuadros@manpower.es](mailto:zulima.cuadros@manpower.es).

## H.R volunteer student programme (Ma-Aug 2016)

- Curricular screening.
- Telephone calls, appointment and assignment of candidates.
- Group dynamics and individual interviews (with supervision).

**INDITEX**

It consisted in working during 4 months in one of the 10 Inditex CSF centers in the world (Barcelona). It was in my 3th year of college.

**Achievement:** Only two students from our university promotion were chosen to do voluntary internships in the center.

**References:** Marti Pobo : he was my manager. [martippa@inditex.com](mailto:martippa@inditex.com).