

Mr. LUIS M.

SKILLS

DECISION MAKING

STRATEGIC THINKING

RESULTS ORIENTED

<u>ENTREPRENE</u>URSHIP

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



ETREPRENEURSHIP 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 Thiancoumalal. (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 Al 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.

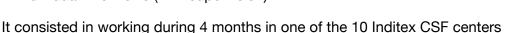


Achievement: I was promoted as a consultant in the same office, refusing it to improve in digital strategy and marketing operations.

References: Zulima Cuadros: director of innovation strategy in permanent placement Spain: zulima.cuadros@manpower.es.

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

in the world (Barcelona). It was in my 3th year of college.

chosen to do voluntary internships in the center. **References:** Marti Pobo : he was my manager. martippa@inditex.com.

Achievement: Only two students from our university promotion were