



## EDUCATION

2019 - 2020	<b>UNIR</b> MSc FMCG
2016 - 2017	<b>ESIC Business and Marketing School, Madrid, Spain</b> MSc in International Luxury and Fashion Marketing
2012 - 2016	<b>EM Strasbourg Business School, Strasbourg, France</b> <ul style="list-style-type: none"><li>- MSc in Strategy &amp; Marketing (top 8% distinction)</li><li>- BSc International Business, major in Marketing (UK: 2:1 Upper division)</li></ul>
2012 - 2013	<b>University of Edinburgh, Edinburgh, United Kingdom</b> International exchange semester

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## BUSINESS EXPERIENCE

July 2020 to Nov 2020	<b>LIVING PROOF, Seville, Spain</b> <b>US Cosmetics Multinational</b> <b>Retail Manager</b> <ul style="list-style-type: none"><li>• Prospect and research new potential customers</li><li>• Responsible of education and sales increasing for Andalusia</li></ul>
April 2019 to May 2020	<b>HEINEKEN, Seville, Spain</b> <b>Beer &amp; Drinks Multinational</b> <b>Associate Brand Manager</b> <ul style="list-style-type: none"><li>• Develop new consumer insights for emergent beer trends</li><li>• Packaging and product launching for Cruzcampo craft &amp; variety line extension</li><li>• Social Campaign towards social network calendar</li><li>• Digital activation: brand-centric management</li><li>• Brand Budget owner</li></ul>
Jan 2018 to April 2019	<b>L'Oréal, Madrid, Spain</b> <b>French Cosmetics Multinational</b> <b>Retail Manager</b> <ul style="list-style-type: none"><li>• Prospect and research new potential customers</li><li>• Analyze strengths of current customers in order to implement shu uemura efficiently</li><li>• Develop new strategies consumer-centric in-store to increase sales</li><li>• Educate teams in brand performance to create experience in-store</li></ul>
Oct 2016 to Jan 2018	<b>L'Oréal, Madrid, Spain</b> <b>French Cosmetics Multinational</b> <b>Product manager</b> <ul style="list-style-type: none"><li>• Research and analyse essential data used to implement short and long term strategies for Kérastase and Shu Uemura brands' Sales teams. Excel and SAP used as main tools.</li><li>• Responsible for multiple product and line launches in Spain. Run market analyses, followed by sell-in and sell-out strategies. In constant communication with salesforce to elaborate such strategies with their inputs.</li></ul>
Apr 2015 to Aug 2015	<b>Würth France, Erstein, France</b> <b>German Worldwide wholesaler</b> <b>PR &amp; Corporate communication</b> <ul style="list-style-type: none"><li>• Supported communications' team in the development of Wurth's annual newspaper and marketing materials. Constant communication with graphics design team.</li></ul>

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## ADDITIONAL INFORMATION

- Advanced knowledge in Suite Office, SAP and Suite Adobe.
- Semi-professional tennis player for 10+ years.

**LANGUAGES** Native Spanish, Native French, Fluent English, Intermediate Italian

**NATIONALITY** Spanish

