

GARCÍA HUETE, DIEGO

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EDUCATION

Polytechnic University of Madrid

Expert in Data Science for Risk Control in the Design and Maintenance of Lineal Works. Sep. 2024 - Dec. 2024

Statistics, Python, Databases Management, SQL, Clusters, Lineal Regression, ANOVA, Decision Trees, Random Forest, Gradient Boosting, ARIMA Techniques, GIS-QGIS, Building Information Modelling Applications, AI and Big Data

Complutense University of Madrid

Master's Degree in Digital Marketing. Feb. 2024 - Feb. 2025

WordPress, Google Ads, Google Analytics 4, SEO, SEM, Big Data, CRO, Growth Hacking, RTB, Social Media Plan, Amazon Advertising, Email Marketing, Ecommerce and Online Reputation.

Francisco de Vitoria University. Madrid, Spain.

Bachelor in Marketing. Sep. 2019 - Jun. 2023.

Business Organisation and Administration, Microeconomics, Macroeconomics, Accounting, Statistics, Commercial and Market Research, Commercial Logistics, Distribution and Pricing Strategy, Sales Techniques and Commercial and Financial Management.

Bachelor in Advertising, Expert in Creative Techniques. Sep. 2018 - Jun. 2022.

Campaign strategy and implementation, media strategy and programmatic buying, advertising communication, strategic planning, law, brand marketing, social psychology, protocol and event management, web design, copy strategy, photography and design tools (Photoshop, Illustrator, Premiere and InDesign).

EXPERIENCE

Business Development Manager

Microsoft Ibérica. Nov. 2024 - Today.

Outsourcing through Omnitel with Microsoft Ibérica.

Execute channel strategies to maximise sales, create business opportunities and manage the partner network aligned with sales and marketing objectives, reporting and planning, business analysis, data mining to analyse channel performance and KPIs to identify opportunities for improvement, collaborate with teams and execute co-marketing campaigns, event management and serve as the primary contact for partners, providing support and resolving issues.

Account Planner

Publicis Groupe Madrid, Spain. Jun. 2024 - Nov. 2024.

Client Service Department. Clients in the automotive sector: **OMODA** and **JAECOO**.

My work consists of contributing to the elaboration of multimedia plans that are adapted to the needs and objectives of the clients, as well as campaign closures, evaluating the performance of the campaigns and optimising the ROI, competitor studies of the automotive sector with the Power BI tool and assigning literals in MasPlus.

Media Planner

Havas Media Group. Madrid, Spain. Oct. 2022 - April 2023.

Planning department. Clients: **Hermès**, **AXN**, **Colonial** and **Ausonia**.

For **Hermès** I elaborated weekly reports with audience data, GRPs and TV coverage of their competitors with Instar Analytics software. As well as monthly reports in dashboard format with the Power BI platform and extract databases, both pressure and investment, for evaluation in Excel.

For **AXN**, **Colonial** and **Ausonia** my role was to make campaign closures analyzing the investment and results of the digital & Offline media plan analyzing KPI's such as CTR, VTR, clicks, impressions, etc.

Social Media Manager

Motor & Sport Institute. Madrid Spain. Feb. 2022 - Jun. 2022.

Strategy and content creation for social networks and corporate events: photographer, graphic designer and video editor with programs such as Photoshop, Illustrator and Premiere Pro. Management of social networks with Metricool and use of Mailchimp for email marketing to clients.

Strategic Planner & CEO

Independent Advertising Agency: El Tio Waldo. Jan. 2022 - Jul. 2022.

Startup. Strategic planning of creative marketing and advertising campaigns. Creation of web content and social networks, photographer and video editor (Lightroom and Premiere Pro).

LEADERSHIP & ACTIVITIES

Business Education Institute of the Madrid Chamber of Commerce. Madrid, Spain.

Social Media Management. Sep. 2023 - Dec. 2023.

Digital Marketing Strategy, Online Communication, Social Networks, Social Media Plan, Community & Social Media Management, SEO, SEM, Mobile Marketing and Online Reputation.

Bankinter Innovation Foundation.

Akademia Programme. Sep. 2021 - Jan. 2022.

Attendance at the Innovation Programme by Bankinter (Spanish Bank in IBEX35) together with the most renowned professionals in innovation and technology in the current Spanish market.

Volunteering in Santa María Parish, Madrid.

Secondary Education Teacher. Oct. 2021 - April 2022.

Civil rights and social action.

Francisco de Vitoria University, Madrid.

Rush Event, Creative Journey. 2019 & 2020 Edition.

Journey of creative advertising campaigns at the university working on real briefs for brands such as Amazon, Reebok, Springfield and VOX dictionaries.

University Photography Competition. 2019 Edition.

Winner.

LICENCES ET CERTIFICATIONS

Google: Artificial Intelligence and Productivity

Expedition Date, 2024.

Credential ID OA-2024-071300003424

SKILLS & INTERESTS

Technical: Power BI, Instar Analytics, Python, Screaming Frog, Brackets, GA4, Google Ads, WordPress, Prestashop, Tableau, Metricool, Photoshop, Illustrator, InDesign, Premiere Pro and Advanced Microsoft Excel.

Language: *Spanish*, bilingual or native competence. *English*, professional competence, high intermediate level (C1). *French*, basic competence (A2).

Personality: I am a creative and analytical person, and I try to apply my creativity in my projects to make them more professional. I am also very tidy and I like to have everything organised.

Hobbies: I am passionate about sports and for 11 years I played football and won two league titles in the Real Federación de Fútbol de Madrid. Nowadays, I practice Crossfit. I also like reading and I collect books and vintage cameras.