

Diego Marquínez Peña

PERSONAL INFORMATION:

Date of birth: 1/8/1984

Nationality: Spanish

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EXTRACT:

I'm a data&result-driven and highly motivated individual with an extensive knowledge of new market penetration, e-commerce and web analytic/optimization. I really enjoy working in competitive environments and delivering everyday top performing results.

- Project management and Team leadership
- Strategist and planning definition, business development
- Proactivity, Teamworking and Continuous improvement
- Marketing online, Online Business Intelligence and E-commerce
- Web Analytics and Web Optimization
- Online measurement systems (Omniture, Tealeaf, Unica, Coremetrics, Google Analytics)
- Testing (Test&Target, WebSite Optimizer)
- Voice of Customer (Survey, Foresee)

CAREER OBJECTIVE:

To develop a professional career in which I can utilise my knowledge and individual strengths in a multinational and multidisciplinary environment.

EDUCATION:

2010-2011 **Master in Online Business Marketing and Communication.**

ESDEN, Escuela Superior de Negocios y Tecnologías - Madrid.

2002-2010 **Bachelor of Telecommunications Engineering.**

University of Oviedo - Spain.

SICUE internship in the University of Bilbao - Spain.

PROFESSIONAL EXPERIENCE:

2011-now **Divisadero Network Coordinator** – MVConsultoria.

Supervisor of Divisadero International Network (web analytics service provider) roll-out in Mexico, Argentina and UK.

Liaison between the partners around the globe to share strategies, methodologies, events...

- 2010-now Project Manager (Web Analytics Manager) – MVConsultoria.**
 Helping business professionals to understand web analytics solutions and achieve great results from their effective implementation, always based on data&result-driven decisions:
- KPI definition
 - E-commerce consulting with great focus on increasing revenue
 - Online Channel Optimization (campaigns, SEO, SEM, testing, voice of customer...)
 - Consulting on vendor selection processes and understanding of web analytics tools
- Tasks and responsibilities as Web Analytics Manager in very large accounts:
- Report generation
 - Data analysis
 - Provide actionable insights, opinions, recommendations and suggestions
 - Merge data from different sources (social, web, BI, testing, VoC...)
 - Define guide lines and best practices
 - Projects and teams management
 - Business planning
 - Tools implementation (Web Analytics, VoC, Testing...)
- Working for Spanish IBEX 35 and public sector accounts:
- Telecommunications: Vodafone ES, Telefónica ES and LATAM
 - Insurance: Direct Line, BUPA
 - Bank: BBVA, UNOe
 - Tourism: NH Hotels, Vueling
 - Media: Unión Radio (Prisa digital)
 - Public Sector: Segittur, Junta de Andalucía, Principado de Asturias
- 2010 Web Analytics Consultant – MVConsultoria (3 months).**
 Web analytics consultant.
- 2009-2010 Field Service Operator & Asset Lifecycle Management – CSC Spain (6 months).**
 Implementation and supervision of new international asset management projects.
 Creation of proposals for the improvement and continued support of associated tools.
 Workflow (Remedy), generation of reports, administration of assets and international users...
- 2009 Field Service Operator – CSC Spain (4 months).**
 Problem resolution, support for users at levels 1 and 2, preparation of teams...
- 2008-2009 Project and Programming Manager - Sigma, Geographic Systems Department (3 months).**
 Project Manager, technical consultant and programmer of the corporate intranet.
- 2007 Field Service Operator – University of Oviedo (2 months).**
 Problem resolution, support for users at levels 1 and 2, preparation of teams...
- 2006-2007 Programmer and Field Service Operator - Sodes, Information Systems Department (1 year).**
 Programmer of the corporate intranet and support for users at levels 2.
- 2005-2006 Programmer - Asac Comunicaciones, Internet Department (3 months).**
 Web Programmer.

LANGUAGES:

- **English:** written and spoken at advanced level.
Achieved Intermediate Level at the Official Language School (4º EOI).
Cambridge Certification: *Effective Business Communication*.
English for business communications (33 h).
English meetings and presentation: level B2 (40.5 h).
- **Spanish:** native speaker.

COMPUTER SKILLS:

- Web Analytics:
 - **Omniture (SiteCatalyst, Discover, Test&Target, Survey)** – Expert Level
 - **Unica**
 - **ClickTale**
 - **TeaLeaf**
 - **Google Analytics and Google Web Site Optimizer** – Advance Level
 - **CoreMetrics (IBM Coremetrics Technical Professional Mastery v1)**
 - **Satellite**
- Operatives Systems: **Microsoft Windows (2000, XP, Vista, 7), Linux, MacOS.**
- Networking: **redes LAN, WAN** and mobile technology: **GSM, UMTS, HSDPA.**
- Suites: **Suite Office 2003, 2007, OpenOffice, Project.**
- Web design: **Dreamweaver, FrontPage.**
- Languages: **C, C++, Java, xml, html, php, asp, sql** and data base management: **MySQL, Access, SQL.**

COMPLEMENTARY EDUCATION:

ONGOING	Course Avanza: Project Management (236h)
ONGOING	Course Avanza: EUCIP Core Certification (450h).
2010	Course FENA: Managing work teams (30 h).
2010	Course CEOE: Project Management (30 h).
2010	Course CEOE: Management of New Technologies and Communications (25 h).
2010	Course IFES: Workplace Risk Prevention (30 h).
2006	University course: Apps integration (45 h).
2004	University course: Internet Business (45 h).
2004	University course: General Skills for Computer Professionals (45 h).