

Guillermo Chiyah Álvarez de Buergo

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PERSONAL PROFILE

Digital marketer with experience combining customer insights, AI and data-driven communications to improve customer engagement across international markets. Experienced in evaluating AI-generated content, audience segmentation, campaign optimisation and translating customer signals into actionable messaging. Brings first-hand knowledge of HubSpot customers alongside an MSc in Digital Marketing and a strong interest in building meaningful customer journeys.

CORE COMPETENCIES

AI-Powered Marketing | Customer Journey & Insights | Marketing Automation | Audience Segmentation | Experimentation & Optimisation | CRM | AI Content Evaluation | Data-Driven Marketing | Cross-functional Collaboration

LANGUAGES

Spanish (Native) **English** (Fluent) **French** (Intermediate)

EMPLOYMENT HISTORY

HubSpot | Associate Business Development Representative

Oct 2024 – August 20216

- Analyzed customer interactions and behavioral signals to identify audience needs and translate insights into campaign strategy and messaging, contributing to a 15% increase in engagement across key initiatives.
- Evaluated and optimized AI-generated email content for automated campaigns across EMEA and LATAM, localizing outputs for English- and Spanish-speaking audiences and improving open rates by 18% and CTR by 22%.
- Leveraged Gemini, ChatGPT Enterprise and Claude to evaluate and refine AI-generated outputs, translating customer and competitive insights into clearer positioning and messaging across EMEA.

Paligo | Business Development Representative

Nov 2023– Oct 2024

- Used customer segmentation and engagement data to identify high-potential audiences and tailor multi-channel messaging, achieving 42% email open rates and 28% response rates across EMEA.
- Translated voice-of-customer insights into audience positioning and messaging, partnering cross-functionally to improve relevance across key buyer segments and contribute to a 30% increase in qualified opportunities.

IBM | Business Consultant

Sept 2022 – Oct 2023

- Analyzed customer and campaign signals across EMEA to refine audience segmentation and regional messaging, contributing to a 28% increase in lead-to-opportunity conversion.

Starlite Catalana Occidente | Event Marketing Specialist

March 2019 – Nov 2019

- Supported the end-to-end execution of live event and brand marketing activity across digital and in-person channels, coordinating content, promotional activity and stakeholder deliverables in a fast-paced environment.
- Analysed audience engagement and campaign performance to identify opportunities to improve content and promotional activity.

EDUCATIONAL HISTORY

UCD Michael Smurfit Graduate Business School, Ireland

Sept 2021– July 2022

MSc in Digital Marketing

Lancaster University Management School, United Kingdom

Oct 2018 – June 2021

BSc (Hons) Marketing Management with First Class Honours