

Guillermo Chiyah Álvarez de Buergo

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PERSONAL PROFILE

A bilingual, highly driven, and self-motivated digital marketer eager to develop my career in tech sales further. Thrives in multicultural environments with strong intercultural competence and communication skills. Ability to work effectively at a fast pace in a changing environment and excellent analytical and teamwork skills. Lived in four different countries.

SKILLS & PROJECT EXPERIENCE

- **DIGITAL MARKETING SKILLS:** MS Office 365, Google Workspace, Photoshop, Advanced SEO & SEA, Data analysis; ComScore, Google Search Ads, Google Analytics, Mimic Consumer Behaviour Simulation (Stukent), Market Research – quantitative & qualitative research skills; IBM SPSS 24 & Survey Monkey, Web content writing, Social media marketing & analytics and Event management.
- **LANGUAGE SKILLS:** Spanish (Native) English (Fluent) French (Intermediate)
- **PROJECT EXPERIENCE:** Marketing Research and Consultancy Project, Digital Marketing Campaign for Sports Direct, British Green Governmental Campaign, Corporate Marketing Campaign for Xiaomi.

EDUCATIONAL HISTORY

UCD Michael Smurfit Graduate Business School, Ireland

Sept 2021– July 2022

MSc in Digital Marketing

- Corporate Marketing Strategy: Focus on key analytical skills and strategic thinking. Analyzed business cases with quantitative tools and gained a deeper understanding of corporate performance.
- Consumer Insights & Analytics: learnt how to collect, clean and analyse consumer data and how to approach consumer insights from a strategic perspective

Lancaster University, United Kingdom

Oct 2018 – June 2021

BSc (Hons) Marketing Management with First Class Honours

EMPLOYMENT HISTORY

Sales Development Representative at IBM

Sept 2022 – Present

- Identified new business opportunities and nurtured IBM's client relationships for the SPGI region. Delivered value to clients supported by IBM Power, Storage and System solutions.

Events Officer at Lancaster University Advertising Society

Oct 2019 – June 2020

- Delivered advertising workshops for our society and enhanced my communication skills, becoming more confident presenting to an audience.

Marketing & Sales Intern at Starlite Catalana Occidente

July 2019 – Aug 2019

- Demonstrated numeracy and commercial awareness by proposing improvements to Starlite's digital marketing campaign.

VOLUNTEER WORK & EXTRACURRICULAR ACTIVITIES

- Community Manager at Spanish Red Cross 2022
- Intercultural Development Programme at UCD Smurfit 2022
- Global Leadership Programme at UCD Smurfit 2022

INTERESTS

Advertising: One of my favourite ad campaigns is 'You Can't Stop us' by Nike; I like its purpose to unite the world through sports, leading towards a healthy planet and active communities.

Cooking: As a passionate cook, the lockdown was the perfect time to improve my culinary skills. While cooking, I learn about different cultures and tastes. I love Spanish, Italian & Japanese food.