

Guillermo Chiyah Álvarez de Buergo

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PERSONAL PROFILE

A bilingual, highly driven, and customer focused digital marketer eager to leverage a diverse skillset, developed in a global context. A strategic & creative thinker who thrives in multicultural teams with strong intercultural competence, communication and data analytical skills. Strengths lie in creative problem solving in fast paced & dynamic environments. In depth experience gained 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 **Social Media Marketing & CRM; 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 Management School, United Kingdom

Oct 2018 – June 2021

BSc (Hons) Marketing Management with First Class Honours

EMPLOYMENT HISTORY

Associate Business Development Representative at HubSpot

Oct 2024 – Present

- Managing the high volume of sales and product inquiries from HubSpot's prospects
- Schedule discovery calls for an assigned Account Executive
- Closing deals with small companies by running a full sales process with them, from qualification to pitch and closing

Business Development Representative at Paligo

Nov 2023– Oct 2024

- Conducted cold outreach campaigns via emails, calls, Vidyards & LinkedIn Sales Navigator (90+ daily activities).
- Enhanced value-based solution selling, boosting SQL by 30%.
- Collaborated with Enterprise Account Executives and Solution Engineers, driving a 25% increase in pipeline for North America and EMEA.

Sept 2022 – Oct 2023

Sales Development Representative at IBM

- Identified new business opportunities and nurtured IBM's client relationships for the SPGI region.
- Contacted C-level role profiles (30+ activities daily: email, phone, meetings, LinkedIn messages, etc).

VOLUNTEER WORK & EXTRACURRICULAR ACTIVITIES

- Community Manager & Content Creator at Spanish Red Cross
- Intercultural Development Programme at UCD Smurfit
- Global Leadership Programme at UCD Smurfit

2022

2022

2022