

# Guillermo Chiyah Álvarez de Buergo

Dublin | [gchiyah@gmail.com](mailto:gchiyah@gmail.com) | [My LinkedIn profile](#) | +34677113060 | [guillermochiyah.com](http://guillermochiyah.com)

## 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

**Business Development Representative at Paligo**

Nov 2023– Present

- Conducted cold outreach campaigns via emails, calls, Vidyards & LinkedIn Sales Navigator (90+ daily activities).
- Led MEDDIC-based discovery meetings to capture detailed business requirements.
- 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.

**Sales Development Representative at IBM**

Sept 2022 – Oct 2023

- 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 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.