

GÓMEZ LUENGO, SANDRA

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PROFESSIONAL EXPERIENCE

- at present- 03/2015** **“MICROSOFT IBÉRICA, S.R.L”. Analyst Database of SMB**
Scope of the Role: Manage the Microsoft’s SMB DBB at MARCOM Dpt
Core Competences:
- Data Mining: define CRM database in all Spain’s SMB.
 - Search and Qualify each account.
 - Identify the whitespace for the platforms to contact these accounts.
 - Business Intelligence: NLP & cross-selling of the accounts with the last products sold.
 - Analysis and research the accounts kpi’s
 - Support other segments with Ms Sales queries.
 - Monthly presentation to leads of area
- Achievements:
- ✓ 100% Clean up and qualify accounts with more than 25 PCs.
 - ✓ Increase sales volume at the telesales
- 01/2015 07/2014** **MICROSOFT IBÉRICA, S.R.L”. Consultant of Customers & Partners Experience**
Scope of the Role: Analyze the Microsoft’s Customer and Partner Satisfaction at CPE Dpt
Core Competences:
- Follow up the evaluation Satisfaction Survey process of each segment (conference calls WE subs).
 - Guidance for AMs transition of their customer & partner Accounts and developing Strategic Plans.
 - Design and implementation Marketing Campaigns.
 - Analysis the accounts CoS to improve the customers & partner’s relationship.
 - Make the Global Results presentation for the Spain subsidiary.
- Achievements:
- ✓ Improve the Spanish global Satisfaction 1 pt in managed and 3 pts in unmanaged NSAT.
 - ✓ Complete my all area competences in green, 100% (account transitions, CoS and target responses).
- 02/2014- 03/2012** **“FRANCISCO DE VITORIA UNIVERSITY”. Analyst & Marketing Manager**
Scope of the Role: Analyze and search the competence at Institutional Development Dpt
Core Competences:
- Analysis all universities competence (national and international) over prices and numbers students.
 - Report ad hoc the relevant university kpi’s focusing on the needs to improve.
 - Undertake surveys of opinion (qualitative analysis).
 - Investigation and monitoring the technological innovation in the competence classrooms.
 - Increase the University business researching possible partners to work with.
- Achievements:
- ✓ “Escuela de Conducción UFV” (<http://www.ufv.es/escuela-de-conduccion>).
 - ✓ Implementation of annual proposes prices for all the degrees of the University.
 - ✓ “Gastronomy Degree” implementation of this pioneer career in Spain (<http://www.ufv.es/grado-en-gastronomia>)

- 01/2012-08/2011** **“MICROSOFT IBÉRICA, S.R.L”. Consultant Customers & Partners Experience.**
Scope of the Role: Analyze the Microsoft’s customer and partner satisfaction at CPE Dpt
Core Competences:
- Follow up the evaluation Satisfaction Survey process of each company segment.
 - Design and implementation of Satisfaction Survey marketing campaign.
 - Evaluation and reporting to each segment and to the global subsidiary comparing previous results with the current results. And our position comparing other subsidiaries.
 - Assistance AM’s for the transition of their customer & partner accounts and developing strategic plans.
- Achievements:
- ✓ Creation and design of the internal web department (with SharePoint)
<https://www.microsoft.com/spain/mssrl/calidad/encuesta.msp>
- 07/2011-08/2010** **“MICROSOFT IBÉRICA, S.R.L”. Events & Marketing Coordinator.**
Scope of the Role: Management of events and training programs at DPE Dpt
Core competences:
- Preparation of publicity campaigns and design of creative elements. Dissemination using mailings, newsletters, web, flash, and merchandising).
 - Maintenance of the internal MNSD and TechNet website to update.
 - Monthly control report of events about the registered vs attended.
- Achievements:
- ✓ "Retrotruec party" <http://www.microsoft.com/spain/msdn/windows-retrotruec/default.aspx>
 - ✓ “Remix Event” where our technicians give solutions to typical issues at companies.
- 07/2010-06/2009** **“UNIDAD EDITORIAL, S.A”. Trainee Product Manager.**
Scope of the Role: Development and planning the campaigns and the promotions regarding products.
Core Competences:
- Creation of briefings and experience on dealing with agencies for the promotion’s images design.
 - Verification and communication of the marketing actions. Test the products before market release.
 - Media planning the online and offline space for banners with other company dpts and external promotions.

ACADEMIC KNOWLEDGE

2009 -2010	Master in Marketing and Commercial Management at ESIC Business & Marketing School.
2003 - 2009	Degree in Administration and Business Management at Fco. de Vitoria University.
English	High written and spoken C1 . Summers courses in Padworth (United Kingdom) with King’s College.
French	Intermediate level written and spoken. A2 .

OTHER INFORMATION

- Expert on Office: **High level Excel** (pivot tables, macros, combined formulas), **MSRA** (Microsoft Sales Report Analytics) and **Power Point** (dynamic presentations, link to excel or videos). **Mailings**.
- Windows 7& 8. Social networks. ContaPlus System. Corel Draw. SharePoint 2010. CRM Ego Real State, **MS Dynamics CRM (PWB) and internal CRM database**.
- Skills: **strong** attention to **detail**, **hard worker**, **hosted**, successful **team** player, quick **learner**, ability to ensure ongoing **self-development**.