



Ana de la Morena Fernández

CRM & Digit@l Transformation



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15

years of experience. Mixed business-marketer-IT profile. Double major in Marketing & Business Administration, Master in Web Design. Fluent in Spanish and English. Self-starter, versatile, creative, innovative, solution-oriented, customer-centric, ROI-driven, multi-tasking, great communicator.

Consulting
Agile Scrum
PM Product Owner
Project Management

CRM e-CRM
Salesforce

DIGITAL MARKETING
transformation automation
relational direct

WEB DESIGN Branding
Design Thinking
emailing User Experience
newsletters UX

ACADEMIC & SKILLS

EMPLOYMENT

1999 - 2005

Double Major in Business Administration & Marketing
Comillas Pontifical University, ICADE, Madrid.

2005 - 2006

Master in Web Design
Technical University of Madrid (Polytechnic)

LANGUAGES

Spanish (Mother tongue): ● ● ● ● ●
English: ● ● ● ● ●
German: ● ● ○ ○ ○

IT / SOFTWARE

Microsoft: Office 365, Project, Visio, SharePoint, OneDrive, Skype, Teams
CRM: Salesforce (Salesforce Marketing & Sales & Service Cloud, Communities, Content Manager, Chatter), Siebel CRM, Oracle eBusiness Suite, Clarify CRM
Google Analytics, Web Designer, DoubleClick
+: Hubspot, Interspire Email Marketer, ServiceNow, MicroStrategy, JIRA, VersionOne, Adobe CC
HTML5, CSS3, XML, Bootstrap, SQL – Email (Fluid, Responsive)

2019-20, 6 months **Agile Product Owner**
Customer Portal Salesforce Communities
@RED SAP Solutions | Consulting, Madrid

2016-9, 3 years **CRM & Reporting Sales & Marketing Support Manager**
@Imperial Brands, Imperial Tobacco | FCMG, Tobacco, Madrid

2015 – 1 year
Email Marketing Manager **@Investing.com** | Financial Services Internet start-up, Madrid

2014 - 2015
Salesforce Marketing Cloud Senior Consultant
@BBVA | Banking & Financial Services, Madrid

2013 - 2014
Salesforce CRM Project Manager **@Coca-Cola** | FCMG, Madrid

2012 - 2013
Country Implementation Manager 'Excellence in Lead Management' **@General Motors** | Automobile/ Automotive, Madrid

2008 - 2011
E-Commerce & eCRM Manager **@BMW Group** | Automobile/ Automotive, Madrid

2006 - 2008
Functional CRM Consultant **@Oracle** | Software, Madrid

2005 - 2006
Quality Rater/ SEO **@Google** | Internet, remote

2004 - 2005
Market Researcher **@Nielsen** | Marketing & Advertising, Madrid