

MARÍA LÓPEZ RUIZ - CAPILLAS



PERSONAL INFORMATION



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RUIZ-CAPILLAS-982020156



1995, ZARAGOZA

VALUE

PERSONAL SKILLS

Time
Management Skills

Curious

Analytical Skills

Creative

Leadership

Thoughtful

EDUCATION

Official Master's Degree Marketing
ICADE Business School
Madrid, 2018-2019

Degree in Business and Management
Universidad de Zaragoza
Zaragoza, 2013 -2017

Erasmus + International Economics
Program
Università Degli Studi di Milano,
Bicocca
Milán, 2016-2017

COURSES

The Power eCommerce
The Power MBA 2019-2020

Course of Digital Marketing
Google Actívate (40h) 2018-2019

Course of Management of
Foreign Trade
Universidad de Zaragoza (60h)
2017

COMPETENCES

ENGLISH
B2 FCE



ITALIAN
B1 - Escuela de
lenguas modernas



PACK OFFICE



NIELSEN - ANSWERS



KANTAR
WORLD PANEL



R.P.S SOFTWARE



BACKGROUND

SHOPPER & PORTFOLIO MARKETING ASSISTANT - COCA-COLA IBERIAN PARTNERS S.L.

2019-2020
MADRID

- Design strategic interventions on brand portfolio, marketing and sales plans based on the in-depth analysis of wide set of data, including sales, shares, consumer insights, media efficiency, competitive activities.
- Internal business consultant to ensure that consumer & shopper insights are the foundations of our company strategy and execution.
- Coordinate the work of multi-functional team, including internal and external partners such as media and creative agencies.
- Innovative digital solutions in the area of communication and E commerce for a brand or full portfolio.

JUNIOR FINANCIAL - BERGNER EUROPE S.L.

2018
ZARAGOZA

- Support to financial department in a Multinational Company.
- Control and financial analysis of the Clients and Suppliers Portfolio.
- Administrative Financial support and financial reporting.

ACCOUNTING CLERK - ACERTIUS SUMA DE CAPITAL S.L.

2017
ZARAGOZA

- Accounting and tax department in a Consultancy.
- Administrative support to the Clients Portfolio. Tax support and reporting.