

# GABRIEL RODRÍGUEZ ALVINS

**Empowering Business Growth Through Digital Innovation, Data-Driven Marketing, Consumer Insights, and Strategic Leadership. Actively seeking opportunities to drive impact and growth in Dubai's dynamic market.**

Contact: [garoal@gmail.com](mailto:garoal@gmail.com) | +34 600 240 352 | LinkedIn Profile: <https://www.linkedin.com/in/gabriel-rodriguez-al/> | Personal Portfolio: <https://holagabriel.org/> | EU Passport | Based in Madrid, Spain | Looking to relocate to Dubai

Seasoned marketing strategist with a strong track record in digital transformation, branding, and digital marketing. I specialize in crafting and executing innovative, data-driven strategies that amplify brand visibility, accelerate growth, and engage global audiences. Passionate about decoding market dynamics and consumer behavior, I turn insights into powerful narratives that build enduring, high-impact brands. Committed to driving growth and optimizing marketing performance.

## PROFESSIONAL EXPERIENCE

JUL 2024 – PRESENT

### Head of Product Marketing – Global Portfolio | IE University | Madrid, Spain

- Managed a €20MM marketing budget and led a cross-functional team of 20+ specialists, delivering scalable strategies that increased conversion rates and drove €180MM in first-year revenue from new product launches.
- Directed product marketing and go-to-market strategy for a diverse portfolio of over 100 programs, certificates, and digital learning solutions, accelerating global brand visibility and market penetration.
- Spearheaded the launch of disruptive offerings such as international summer programs, global learning hubs, and modular courses, expanding customer reach, unlocking new revenue streams, and enhancing market share across 130+ countries.

JUL 2020 – JUL 2024

### Head of Marketing – Brand and Undergraduate Portfolio | IE University | Madrid, Spain

- Managed a €5MM marketing budget and led a cross-functional team of 12 marketing, content, and product specialists, driving 70% growth in customer acquisition and a 130% increase in qualified leads.
- Designed and executed full-funnel marketing and brand strategy for a diverse portfolio of consumer-focused programs, optimizing performance across paid media, web, CRM, content, and social channels to drive global brand visibility and engagement.

SEP 2017 – JUL 2020

### Sr. Marketing Manager | IE University | Madrid, Spain

- Led full-funnel marketing strategies across customer acquisition, engagement, and retention, managing a €2.5MM budget.
- Launched new products in collaboration with cross-functional agile teams, managing a team of 3 specialists and achieving over 20% revenue growth through data-driven ideation, testing, and execution.

MAY 2015 – SEP 2017

### Marketing Manager | IE University | Madrid, Spain

- Built and optimized a digital marketing ecosystem, including landing pages, lead forms, blogs, templates, and automated workflows, driving a 30% annual increase in qualified leads and enhancing conversion rates across channels.
- Led the international digital commercialization of new products and services across 130+ countries through integrated strategies combining organic, paid, inbound, content marketing, and audience segmentation.

MAY 2013 – MAY 2015

### Associate Manager of Business and Product Development | IE University | Madrid, Spain

- Led marketing strategy, product launches, and strategic partnerships for a new portfolio of innovation and technology-driven programs, managing a team of two and collaborating with industry leaders like BBVA, Telefónica, IBM, Orange, 3M, Nielsen, and Philips.
- Spearheaded the launch and growth of a new Technology and Science division, driving a 35% annual growth rate over three years and establishing it as the fastest-growing business unit in the organization.

MAR 2011 – JUL 2012

### Product Marketing and Sales Assistant | Novartis | Caracas, Venezuela

- Launched two new contact lens products (Air Optix Aqua Multifocal and Air Optix Night & Day), managing end-to-end planning, execution, and performance analysis across both B2B and B2C channels, supported by integrated marketing communications to strengthen brand positioning and market presence.
- Drove significant sales growth across key product lines through data-driven segmentation, tailored go-to-market strategies, and sales enablement programs, leveraging in-depth market research and competitive analysis.

NOV 2009 – OCT 2010

### Business Analyst | Andritz | Caracas, Venezuela

- Analyzed project budgets and optimized payment terms to enhance cash flow and overall profitability across international projects.
- Monitored financial performance, identified deviations, and recommended corrective actions to align budgets with objectives.

## ENTREPRENEURSHIP & STARTUPS

JUL 2017 – JUL 2020

### Co-Founder & Growth Lead | Katako Sushi Bar | Madrid, Spain

- Launched and scaled a fast-casual Japanese restaurant, generating €220K in annual revenue by year three through strategic brand positioning and operational efficiency.
- Developed the brand identity, digital presence, and full-funnel marketing campaigns, driving 10K unique visitors and 20K pageviews.
- Supervised daily operations, supply chain, and a team of 3, ensuring sustained growth and customer engagement.

JUN 2017 – JAN 2019

### Co-Founder & Growth Lead | Pizzeria Rurale | Madrid, Spain

- Launched a fast-casual Italian restaurant, building a differentiated brand and digital marketing ecosystem, including a WordPress site and paid media campaigns, that attracted 15K visitors and 30K pageviews in Q4 2018.
- Supervised operations, financial management, and a team of 6, growing annual revenue to €320K by year two.

## EDUCATION

JUL 2019 – JUL 2020

### Executive Master's in Digital Transformation and Innovation Leadership | IE Business School | Madrid, Spain

- Awarded the 100% IE Talent Development Scholarship, graduating with a GPA of 3.75/4.00 and a class rank of 4th/27 students.

OCT 2012 – JUL 2013

### Master's in Market Research and Consumer Behavior | IE Business School | Madrid, Spain

- Graduated with a GPA of 3.58/4.00 and with a class rank of 1st/33 students (top of the class, Dean's List).

OCT 2005 – JUL 2010

### Bachelor of Science in Business Administration | Universidad Metropolitana | Caracas, Venezuela

- Concentration in International Management and graduated 8th out of 87 students (top 10% of the class).

## DIPLOMAS & SPECIALIZATIONS

SEP 2022 – DIC 2023

### Specialization in Digital Product Management | Darden Business School | Online

JAN 2017 – JUL 2017

### Digital Marketing, Social Media and Analytics | IE Business School | Madrid, Spain

SEP 2011 – MAY 2012

### Diploma in Financial Engineering | Universidad Metropolitana | Caracas, Venezuela

- Graduated with a GPA of 3.80/4.00.

OCT 2009 – JUL 2010

### Diploma in Strategic Marketing | Universidad Metropolitana | Caracas, Venezuela

- Graduated with a GPA of 3.60/4.00.

## LANGUAGES

**English:** Fluent | **Spanish:** Native | **Arabic:** Conversational | **French:** Conversational

## SKILLS AND TOOLS

**Core Expertise:** Product Marketing · Lifecycle Marketing · Lead Generation · Content Strategy · Inbound Marketing · Consumer Insights · Go-to-Market Strategy · Brand Positioning · Customer Acquisition & Retention · Cross-Cultural Marketing

**Digital Leadership:** Digital Transformation · Marketing Automation · CRM Strategy · Cross-Functional & International Team Leadership · Process Optimization · Innovation Management · Revenue Growth

**Methodologies:** Agile · Funnel Optimization · A/B Testing · Segmentation · Customer Journey Mapping · Data-Driven Decision Making

**Tools and Platforms:** HubSpot · Google Analytics 4 (GA4) · WordPress · LinkedIn Campaign Manager · SEMrush · Google Ads

## TEACHING EXPERIENCE

SEP 2022 – DIC 2023

### Adjunct Professor – Marketing & Digital Strategy | IE Business School | Madrid, Spain

- Teach undergraduate and graduate marketing courses covering topics such as marketing fundamentals and digital transformation.