

# Eduardo Muñoz Fernández

Marketing Data Strategist · Data-driven Marketing

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## SKILLS

### Marketing & Estrategy

Brand Strategy · KPIs · Audits ·  
Consumer insights · Data-driven  
decision making · Campaign  
planning · Paid media

### Data & Tools

GA4 · Looker Studio · Claude Code ·  
AI tools · Meta Business Suite + Ads  
Manager · TikTok Business Suite +  
Ad Manager · Metricool · Excel ·  
Google Workspace

## FORMACIÓN

### Bachelor's Degree in Marketing

Universidad Rey Juan Carlos · 2020–  
2024

### Google Data Analytics Certificate

Google · 2026

### Data Analytics

MIDE · Cursando

### AI Fundamentals

UDIA

### Meta Ads · TikTok Ads

U-Run Ads

## IDIOMAS

Spanish — native

IEnglish — advanced (C1)

## PERFIL PROFESIONAL

Marketing Data Strategist with over 3 years of experience leading growth and brand positioning strategies for **more than 40 national and international brands at a marketing agency**.

**Specialized in turning data into decisions:** from KPI definition and market audits to autonomous account management and paid media campaigns.

I have worked with brands across a wide range of sectors including **Solán de Cabras, Häagen-Dazs, Wacom, Salesforce and Legado Ibérico**.

## EXPERIENCIA

### Brandcrops

Marketing Strategist · June 2023 – Present · Madrid / Remote

- Strategic involvement in **Solán de Cabras** (Mahou San Miguel Group): competitive benchmarking, brand positioning tracking via DAI rankings, and campaign coordination around major sponsorships including La Liga, Real Madrid, Atlético de Madrid, Madrid Fashion Week and Aitana's 2026 tour.
- Strategic campaign planning for **Legado Ibérico** (e.g. Fresco 2026): +566k reach (+305% above target), +792k impressions (+372% above target), 56.57% engagement on reach (+595% above target).
- Digital presence management for **Häagen-Dazs across Spain and Mexico**: situational audit of the existing strategy, content and paid media optimization, and planning and execution of seasonal campaigns (summer and winter) per market.
- End-to-end leadership of **Manteigaria's** digital strategy across its launch and expansion in Spain: 4 store openings, +2,600 reviews in under 2 years with an average rating of 4.8, +1.23M reach and +2.18M impressions on Instagram.
- Automation of operational processes using AI tools (e.g. Claude, Claude Code, Windsor.ai, Excel): information research, monthly performance reporting and lead management, among other processes.

## MARCAS CON LAS QUE HE TRABAJADO

