

# Roma Cencerrado Rubio

[www.romacr.eu](http://www.romacr.eu)



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## **EDUCATION AND TRAINING**

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Graduate in Economics. CLM University, Albacete, Spain.

### **Postgraduate:**

- 2006-2008, Masters International Finance Markets, from UNED University, Madrid, Spain.
- 2009, Advance Course in Marketing, from UOC University, Barcelona, Spain.

## **PROFESSIONAL EXPERIENCE**

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### **• May 2010-at the present time, UCE (Consumers' Union of Spain):**

I started carrying out market research studies as freelance, later I had a permanent contract. Among my duties I will pick out design, development and implementation of market research studies about the most relevant issues for consumers. I use to work with econometrics and statisticians tools as SPSS, for both to develop reports and analysis and for the data import, from external and internal sources, making a previous data processing and debugging to the heterogeneity of the data of both sources. Recoding and definition of properties of variables, data to segment the results, weighting the data, generating news variables,...

Develop a database to implement an applicative to make easier collating and updating data from the other headquarters of UCE (15 all over Spain), to achieve an integrated database to come up high quality to data.

Design, implementation and develop a simulators for consumers to guide them to choice an electricity offers, according to theirs consumption level, electric fees and location. Use to macros, contingency tables,

Presence in the media as UCE representative, TV, radio, (some of these are in my website [www.romacr.eu](http://www.romacr.eu)). The studies are presented in press conference, and shape the support when we have meetings with Government entities, Companies,...

• **2007-2009 Cetelem Bank, BNP Paribas Group,**

CRM Technician Analyst. Responsible for programming the CRM system in Campaigns of Direct Marketing.

Responsible for programming in the application, closely related to IT department, ensuring compliance with target and the time limit for delivery terms in the development of the project. Coordinating the proper implantation of the every single marketing campaign launched by the company, such as of monitoring.

Programming in SQL: DML, DDL, DVL in DB2 Toad environment, achievement of a segmentation, data processing, data mining, results and crosses tables,...to obtain results about segmentation by channel, evaluate the campaigns marketing impacts, level of credit, of arrears,...

Use of SAS Guide, SAS Miner to give reports and requests consultations for the others departments as Risk, Trade, Call Centre platforms,...

Management of Datawarehouse to launch consultations, check the data structure and identify variables.

Edit input files according each channel, direct marketing, telemarketing, emailing in Unix environment to send Communication department.

Campaign Manager,

From definition of Direct Marketing campaigns of the company to target selection, monitoring and analyse the results, presentation of reports regarding to the effectiveness of campaigns.

Commitment on tackling specific problems in Otis interfere, used by Products Managers as campaign

Credit Risk Analyst.

Evaluating and processing credit requests. Resolving ad-hoc credit request issues from on-line system. Leasing with sales support and external sales agents to resolve customer issues and maximise sales potential

• **Ibercaja Saving Bank,**

Taxation Support Technician. Management of queries and requests tax related from individual branches.

- **La Caixa Saving Bank,**

Account Manager, Responsible for administrative support and customer service, processing all banking services and routine e transactions.

- **Vodafone Distributor,**

Invoicing, administration with banks and external suppliers. Monitoring sales performance and coordinating commission payments.

- **Bankinter**

Work Placement carry out banking transactions, cashing up diary for the branch.

- **CLM University,**

Market Research assistant in Marketing and Business Management Departments, conducting market studies and management data base in projects to analyse the various sectors of the Spanish economy by region.

- **Bancaja Saving Bank,**

Work Placement, responsible of banking services and normal transactions in a teller, also cashing up and maintaining ATMs.

- **CCM Saving Bank,**

Work Placement. Administrative assistant Compensation Central Services.

- **Freelance**

"Appen.com.au" Sydney , orthographic transcription Spanish-English.

"masempresas.com", researching company details and creating a commercial data base to be published on line

PYC Advising, Assessor. Accountancy for different companies, management of Government subsidies and taxes.

## COMPUTER SKILLS

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- Programming with SQL.
- Knowledge of Unix.
- Management of Datawarehouse.
- Management of SAS Guide 4.0.
- Management of econometrics programmes like SPSS, Eviews...
- MS Access Advance Course, 45 hours.
- Visual Basic Course, 25 hours.
- Power Point Course, 150 hours.
- Advance knowledge of Office.
- Knowledge of Photoshop.
- Management of web design. (Dream weaver, FrontPage)
- Wide knowledge of IT.

Advance level of English. 25 hours per week for 6 months Course of English in English Language Company (Sydney).

<http://www.englishlanguagecompany.com>