

TOMAS MORENO CEBRIÁN-SAGARRIGA

Madrid, Spain | [LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Entrepreneurial, self-motivated, and proactive business student interested in pursuing a career in management consulting, aiming to make a positive impact in society. Available in summer 2022.

EDUCATION

IE UNIVERSITY

Bachelor's in business administration (BBA)

Madrid, Spain
Expected: July 2024

- GPA: 9,3/10,0. Ranked 10th among graduating class | Awarded "Young Entrepreneur Scholarship" by IE Foundation
- Class Representative(Madrid, 2020-Present)

RELEVANT EXPERIENCE

MORMEDI

Brand and Digital Strategist

Madrid, Spain
June 2021 - Present

- Responsible for business lines, segments and social media in the projects we are working. My main role is to complement the creative work the team is doing but with the business focused and see how that creativity can sell more or get the business objective

TMORENOCS CONSULTING

Freelance Consultant

Madrid, Spain
October 2019 - Present

- Created communities for companies and startups to grow within the Gen Z spirit.
- Developed and explored digital channels for companies for increasing the conversion rate.

IE UNIVERSITY - Strategy Lab

Participant

Madrid, Spain
January - June 2021

- Developed as project lead a Market Research(from exploring to main insights) for Commercial Business Strategy for HollyVooz that is now focusing on the European market.
- Developed as Project Lead a Market Research (from exploring to main insights) for Marketing Business Strategy for Pizza Napoli that wants to attract new customers through digital channels.

INDEPENDENCE BRAND

Founder & Development and New Ideas Director

Madrid, Spain
October 2017 - November 2020

- Identified and maximized sales opportunities and increased customer retention rates.
- Worked to provide optimal browsing and buying experiences for all visitors and customers.

MORMEDI

Summer Intern

Madrid, Spain
July - August 2019

- Supported operation of Copper CRM.
- Focused on increasing brand awareness and increasing site traffic. Generated invigorating social media content.

BANCO SANTANDER

Wealth Management Intern

Madrid, Spain
July 2018

- Conducted benchmark analysis of largest global private banks analysing type of products, activities and key actions of their private banks to improve

FURTHER EXPERIENCE

- **Member Value Lead at IEU Consulting Club:** responsible for managing special events(Case Olympics, Global Innovation Challenge or Partner Up Program), improving the current activities(based on insights from collected feedback)(Madrid, 2020-present) and exploring other ways of adding more value(partnerships,...)
- **Member of Nova Talent** (Madrid, 2020-Present) and **Youth Economic Council**(Madrid, 2021-Present)
- **Volunteer Work:** *Juegaterapia:* Assisted to cancer patients in the pediatric hospital (Madrid, 2017-2020)
- **Georgetown University Business and Leadership Summer Program:** (Georgetown, 2017)
- **MIT LaunchX Entrepreneurship Summer Program Partipant** (2019).

ADDITIONAL INFORMATION

- **Languages:** Spanish (Native). English (C2). French (Professional Working Proficiency, DELF B2).
- **Software Skills:** Advanced user of MS Office and Mac, Hubspot, MatLab, Pinnacle Studio 19, iMovie, Final Cut Pro, Adobe Photoshop, Adobe Lightroom, Solid Edge, video editing, Canva, Wordpress, Shopify, Zoho, Mailchimp.
- **Other courses:** Astex Public Speaking (2013, 2014), LAB Digital Marketing and Media Foundations (2015), E-Commerce (2015), ThePowerMBA Future Leaders (2021)
- **Hobbies:** Ski, Sailing, Squash, Motocross, Start Universe, & Tribert at Trivu Seekers.