

Isabel Albelda Ros

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I'm an entrepreneurial-minded Business Administration and Advertising Graduate with experience in leadership, intercultural communication and team management. I'm passionate about business and marketing and my ideal work environment is an international, constantly changing one. As Graduate Business Specialist at IBM, my goal is to help make our client's life easier and more productive through my proactivity and high level of commitment.

Another topic I'm passionate about is Personal Branding; I developed a highly practical Personal Branding Guide as part of my dissertation, which I'm now working on turning into a book and which led to my recent conference at the University of La Rioja.

EDUCATION

- Bachelor in Business Management and Administration** June 2013
Universidad Antonio de Nebrija (Madrid, Spain)
▪ With honours in Development of Professional Skills III
- Study Abroad - Exchange Student in International Business** Fall 2011-Spring 2012
San Diego State University (San Diego, California)
- Bachelor in Advertising** September 2014
Universidad Antonio de Nebrija (Madrid, Spain)
▪ With honours in Strategic Communication Planning

WORK EXPERIENCE

- Graduate Business Specialist (Global Technology Services)** March 2015-Today
IBM, London
GTS Graduate Scheme:
▪ First placement: Junior Project Manager, RBS
- Marketing Trainee** October 2013-April 2014
KaVo Dental, Madrid (Spain)
Collaborated as key user in CRM implementation (Microsoft Dynamics) and elaborated a guide for sales reps to facilitate CRM use. Other relevant duties:
▪ Edited and created Web Content
▪ Translated specialized texts and marketing materials from English to Spanish
- Human Resources Intern** October 2012-July 2013
Universidad Antonio de Nebrija, Madrid (Spain)
Repositioned and managed the INCP's (Nebrija Institute of Professional Competencies) Online Presence Program, including the creation of web content. Other relevant duties included recruitment (primarily: identifying candidate sources, CV screening, phone interviews).
- Marketing Intern (Multilevel Marketing, ACN)** May 2012-July 2012
Ron Bee and Associates, San Diego
Proposed and facilitated ACN's presence at orientation events organized by the International Student Center (SDSU), which resulted in a source of new clients. Other relevant duties:
▪ Researched and contacted potential clients
▪ Participated in client and recruitment meetings
▪ Conducted market research of international students in the San Diego area

For further information see: www.isabelalbeldaros.com

Marketing Intern (Student Assistant)

March 2012-May 2012

International Student Center, San Diego State University

Participated in the development of the International Student Association's Budget and defended its increase before the Student Council, resulting in its approval. Other relevant duties:

- Created marketing materials for the International Student Center
- Coordinated and facilitated events and gatherings
- Community manager for the International Student Center and the International Student Association

PERSONAL BRANDING

- Conference Conference - Personal Branding: a winning job-search strategy (11/12/2014, University of la Rioja)
- Dissertation - *Personal Branding for Career Advancement, a step-by-step guide for achieving success in the workplace.*

SKILLS

LANGUAGE SKILLS

- Spanish (native)
- English (bilingual - Certificate of Proficiency in English)
- French (basic)

TECHNICAL SKILLS

- Microsoft Dynamics CRM (intermediate)
- Adobe Illustrator (intermediate)
- Inxmail (intermediate)
- SPSS (basic)

LEADERSHIP AND COMMUNITY SERVICE

Intercultural Ambassador Program, ISTEP and ISC, SDSU

February 2012-May 2012

Visited San Diego public schools to help young children gain a deeper understanding of intercultural issues and relations. ISTEP provided training in public speaking, intercultural communication and leadership development.

President of the International Student Association (San Diego State University)

2011- 2012

As the president of the ISA I was in charge of planning and promoting workshops, events and meetings for more than 1.000 students, with weekly events of more than 150 participants. I also presented the association to students and other organizations, contacted professionals that supported the organization, and lead an executive board of 12 members from different countries.

Circle K member (2011-2012), Nebrija Entrepreneurship Club member (2009-2014)

My philosophy:

Be the best you can be, learn all you can learn, do all you can do; life's too short for anything else.

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