

Hugo Sánchez Nieto

Junior Business & Marketing Data Analyst

Strategy · Analytics · Consumer Insights · Digital Growth

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Public CV version. Phone number and address available on request.

Profile

Junior Business & Marketing Data Analyst with a quantitative focus. Training in Marketing, Digital Marketing, and Quantitative Techniques, with experience in Power BI dashboards, funnel analysis, RFM segmentation, CRM, and reporting. Interested in marketing analytics, business analysis, CRM/BI, consumer insights, performance, and digital strategy roles in demanding environments.

Experience

Euroinnova - EDUCA EDTECH Group | Performance Marketing Analyst Intern

Oct 2024 - Apr 2025

- Designed and maintained Power BI dashboards to track marketing KPIs and support executive reporting.
- Analysed funnel performance, identifying key drop-off points and contributing to a 2% uplift in ROI.
- Developed clustering and customer segmentation models based on RFM.

El Nido Alojamiento Turístico | Co-founder & Marketing Specialist

Oct 2022 - Present

- Created digital assets on WordPress, Airbnb, and Booking.
- Implemented organic lead capture systems, generating more than 50 potential customers in the first ten months.

ISAM Education | Marketing Intern

Nov 2022 - Feb 2023

- Supported the management and analysis of international clients using HubSpot CRM.
- Prepared marketing reports and supported client database organisation for international markets.

MAPFRE | Junior Commercial Agent

Sep 2023 - Mar 2024

- Supported commercial follow-up of clients and opportunities.
- Prepared sales and deviation reports for management.

Education

Universidad de Granada | Master's Degree in Quantitative Techniques in Business Management

Nov 2025 - Present

In progress. Quantitative focus applied to business management.

ESIC Business & Marketing School | Master's in Digital Marketing

Oct 2024 - Nov 2025

4 GPA. 10/10 in SEM and 9.6/10 in SEO in the project for Coca-Cola Europacific Partners. 9.6/10 in the final master project: digital marketing plan for a real olive oil cooperative.

Universidad de Almería | Bachelor's Degree in Marketing and Market Research

Sep 2019 - Jul 2024

Bachelor thesis 10/10 with Honors; nominated for Best Thesis in the Economics Department. Research later expanded into an IGI Global peer-reviewed academic chapter.

Universita degli Studi di Modena e Reggio Emilia | Erasmus Programme

Feb 2023 - Jul 2023

Subjects in Italian and international group work.

Skills

Analytics & BI: Power BI, Power Query, SQL, advanced Excel, Tableau, GA4

Statistics & Modelling: R, SPSS, AMOS, SEM, CFA, MANOVA, logistic regression, OLS regression, Bayesian inference, clustering, RFM segmentation

Marketing & Business: Performance marketing, SEO/SEM, CRM, customer journey, buyer persona, STP, pricing, benchmarking, market research, go-to-market, CLV:CAC, ROI/ROAS, P&L;

Tools & Workflow: HubSpot CRM, Google Ads, Meta Ads, Screaming Frog, Microsoft Office, Jira, Slack, n8n, Make, Python (basic / pandas)

Certifications

Microsoft Career Essentials in Data Analysis (2025); Columbia University Learning AI Through Visualization (2025); Cambridge English Assessment CEFR B2 (2016)

Languages

Spanish: Native (C2); English: Advanced (C1); French: Basic (A2); Italian: Basic (A2)