

JESÚS MANDLY LEAL

MARKET INTELLIGENCE

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CAREER SUMMARY

Marketing and strategy professional with 4+ years of experience in market intelligence, product management, and sales analysis within top-tier tech companies such as Samsung and LG. Proven ability to analyze performance data, identify growth opportunities, and implement actionable insights to support strategic decisions. Strong academic foundation with two Master's degrees in Marketing Strategy, Management and Innovation. Currently strengthening my technical skills in web development and automation (HTML, CSS, JS, WordPress) as part of a long-term roadmap toward building digital products and AI-powered solutions. Fluent in Spanish and English, with ongoing training in French.

TECHNICAL SKILLS

- **Web Development:** HTML, CSS, JavaScript, WordPress, Elementor
- **Analytics & Tools:** Excel (advanced), Power BI, Google Analytics, Notion, Trello, Canva

EDUCATION AND CERTIFICATION

Master's degree Management and Innovation European University of Miguel de Cervantes	2022-2023
Master's degree Marketing and Corporate Strategies University of Castilla – La Mancha	2021-2022
Bachelor's Degree Marketing and Market Research University of Cádiz	2016-2021

WORK EXPERIENCE

Marketing Strategist | [Excom Telecom Group](#) 2024- Present

- Defined the company's product portfolio and pricing strategy through competitive analysis, market research, and cost structure evaluation to optimize profitability and market fit.
- Led cross-selling campaigns by identifying high-potential customer segments using CRM and ERP data, achieving a 14% average success rate in campaign objectives.
- Managed collaboration with external call center providers, supplying tailored target lists and analyzing campaign performance metrics to refine future actions.
- Conducted in-depth billing and profitability analysis to detect business inefficiencies and uncover new market opportunities.
- Developed the company's annual commercial objective and created dynamic dashboards to monitor performance against goals.
- Responsible for weekly and monthly performance reporting across commercial areas, integrating data visualization tools to ensure clear and actionable insights.

Product Manager & Market Intelligence | [Samsung Electronics](#) 2023- 2024

- Promoted to Market Intelligence Manager after 8 months, leading the design and implementation of dashboards for commercial KPIs and sales forecasting.

- Supported key account managers and product managers by analyzing market trends, pricing strategies, and product performance using ERP and CRM systems.
- Collaborated in the definition and rollout of commercial KPIs for the business unit, integrating data from GFK and internal sources.
- Conducted competitive analysis in stores and market events to monitor sell-out and identify growth opportunities.

Sales Analyst | [LG Electronics](#)

2022- 2023

- Supported the sales team in market and competitor analysis, pricing strategy, and commercial KPI tracking across multiple business units.
- Designed and maintained dashboards to monitor sell-in, sell-out, and goal achievement, providing actionable insights for decision-making.
- Participated in client visits and sales negotiations alongside key account managers and the commercial director, gaining direct exposure to B2B processes.
- Contributed to improving the visibility of sales performance and competitor benchmarking through regular reporting and presentations.

Digital Marketing | [Crear&Co](#)

2021- 2022

- Led content creation efforts for client projects, conducting keyword research to define SEO strategies and supervising interns in content development.
- Acted as the main point of contact for clients, managing weekly meetings to align on tasks such as website maintenance, content delivery, and business opportunity research.
- Supported market research initiatives to identify new areas for client growth and improvement, aligning digital strategies with business goals.
- Coordinated cross-functional tasks across marketing and web teams to ensure timely and effective project delivery.

PROFESSIONAL DEVELOPMENT

Course Web development: Modern JS	In progress
Course AI for everyone: Andrew Ng (<i>Coursera</i>)	In progress
Course No coding web development: Wordpress & Elementor (<i>Domestika</i>)	2025
Course Web development: HTML, CSS & JS (<i>Frogames</i>)	2025
Course Financial products and Services (<i>European Institute for Employment</i>)	2024
Course Excel: From beginner to advanced (<i>Udemy</i>)	2022

Currently following a learning roadmap focused on AI programming and automation. Upcoming milestones include [Python](#) and [SQL](#).

LANGUAGES

[Spanish](#) – Native

[English](#) – Professional working proficiency (B2–C1)

French – Basic proficiency (Currently learning)