

DANIEL RUBIO SÁNCHEZ

PUBLIC POLICY, COMMUNICATION & BUSINESS DEVELOPMENT

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PROFESSIONAL EXPERIENCE

GOOGLE

07/2018 – 09/2018

Account Strategist Intern – Global Marketing Solutions (GMS)

Dublin, Ireland

- Consulted with advertising companies of all sizes providing strategic advice and helping them implement creative ways to improve their marketing strategies using Google Ads (Search, Display Network and YouTube).
- Led the design of a growth strategy for SMBs from different verticals across the EMEA GMS team through Exports. Development of narratives to pitch Google's solutions to foster client portfolio internationalization.

ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)

08/2017 – 01/2018

Policy Analysis Trainee – Development Centre

Paris, France

- Designed a database to systematize the OECD research and policy tracking efforts in the field of development communication for the 2030 Agenda. Established proxy indicators from the UN, World Bank, PISA etc.
- Supported ongoing research on public opinion trends on development analysing data from global surveys (Pew, IPSOS, Eurobarometer, etc.). Built a new OECD website (www.sdg-communicator.org) and curated content.

SALESFORCE

06/2017 – 07/2017

Sales Development Summer Intern

Madrid, Spain

- Managed new enterprise business opportunities in the Enterprise Business Unit using Salesforce's CRM tools and creating team performance metrics dashboards: leads, deals, pipeline health, expiring policies etc.
- Researched consumer behaviour drivers in the Spanish market. Assisted in the organization of regional corporate events (Barcelona Essentials) and coordinated CSR initiatives to increase employee engagement.

EDUCATION

THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE (LSE)

2018 – 2019

Exchange program – International Relations coursework

UNIVERSITY OF CALIFORNIA BERKELEY

2017 – 2018

International Diploma Program (IDP) in Marketing – GPA: 3.97/4 (A)

MCGILL UNIVERSITY

2016 – 2017

Exchange program – GPA: 3.82/4 First-class honours (A)

UNIVERSIDAD EUROPEA DE MADRID

2014 – 2019

Double Bachelor's Degree in International Business and International Relations – Grade average: 8.9/10. Academic Excellence Scholarship

LANGUAGES AND SKILLS

Spanish: native speaker

English: bilingual proficiency

French: limited working proficiency

Analysis	● ● ● ● ●
Research	● ● ● ● ●
Digital marketing	● ● ● ● ●
Communication	● ● ● ● ●
Problem-solving	● ● ● ● ●
Wordpress	● ● ● ● ●
Negotiation	● ● ● ● ●

EXTRACURRICULAR ACTIVITIES

WORLD ECONOMIC FORUM – Global Shaper, Education Initiatives 2018

BERKELEY POLITICAL REVIEW – Social Policy Analyst 2018

OECD INTERN CIRCLE – Co-founder and Communications Manager 2017

EUROPEAN STUDENTS' SOCIETY AT MCGILL – Publications Director 2017

EUROPEAN STUDENT THINK TANK – European Affairs Analyst 2015/16

CLINTON GLOBAL INITIATIVE – Student Presenter and Interviewer 2015

REFERENCES

Felix Zimmermann, Coordinator at the OECD DevCom Network
Felix.Zimmermann@oecd.org

Adam Smith, Executive Director at Laureate International Universities
Adam.Smith@Laureate.net

Please, visit danielrubiosanchez.com for further references.