

# MADDI SAROBE HERRERA

Elizondo, Navarra, Spain

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## ACADEMIC BACKGROUND

2021-2025 UNIVERSIDAD DE DEUSTO, Deusto Business School (Spain), **DBS**, bachelor's degree in business administration and management.

- Spring 2025 **Università degli Studi di Torino**, Exchange Semester in Torino, Italy.
- Fall 2024 **Marquette University**, Exchange semester in Milwaukee, Wisconsin, USA.
- July 2023 **National School of Business**, Intercultural Immersion Program in Bangalore, India

2021-2024 UNIVERSIDAD DE DEUSTO, **DBS**, institutional degree in *International Management Skills*.

## LANGUAGES

ENGLISH: C1 Advanced  
SPANISH: Native Language  
FRANCÉS: B1 (Deusto university)  
EUSKERA: Native Language

## IT SKILLS

Windows, Microsoft office (Word, Excel, Access, Power Point), Internet, GoogleDocs, ERP, SABI and other databases

## CERTIFICATIONS

- Hubspot Inbound Marketing Certification
- Google Analytics Certification

## PROFESSIONAL EXPERIENCE

Summer 2024 **LORPEN** Market research, Lopen from TERNUA GROUP. Navarra, Spain. 200 employees. The company specializes in outdoor clothing and gear with a strong emphasis on sustainability and innovative materials.

- Conducted European market research to identify outdoor sports trends and regional consumer preferences.
- Analyzed competitors' strategies to assess positioning in the outdoor and sustainable fashion sectors.
- Evaluated sustainability initiatives to enhance their impact and market relevance.

2023 - 2024 **OQUIST COSMETICS**, Market research and Sales. Stockholm, Sweden (Remote).

- Analyzed market trends to align Oquist's products with consumer demands.
- Engaged with potential clients to introduce the brand and gather feedback.
- Suggested strategies to expand Oquist's reach in sustainable beauty markets.

Summer 2023 **KRESALA SURF SCHOOL**, San Sebastián, Spain,. Administration and marketing for the surf school and shop.

- Welcomed clients, handled inquiries, and maintained a professional reception area.
- Assisted with organizing invoices and updating financial records to support accounting.
- Supported marketing campaigns by creating content and managing social media posts.