

Rubén Marín Izquierdo

Marketing · Strategy · AI & Digital Product

Madrid, Spain · rmarin.contact@gmail.com · in/rubenmarinizquierdo · rubenmarin.org

Professional Experience

Hackathon URJC

Madrid, Spain

Communications Director

Feb 2024 — Mar 2026

- Co-founded and scaled a university entrepreneurship competition across three editions, attracting 550+ registrations and approximately 400 attendees.
- Led communications, strategy and product design, growing the communications function from 3 to 30+ contributors within a 70-person organising team.
- Developed the sponsor proposition and communications that helped secure 40+ corporate partners and €15,000+ in prizes, including Microsoft, Google and JetBrains.

Ü Motorsport

Madrid, Spain

Digital Strategy & Product Design

Oct 2023 — Sep 2025

- Conducted market and competitor analysis using Excel and Google Analytics to support strategic planning and sponsor-facing initiatives.
- Redesigned the team's digital platform in Figma and Framer and coordinated its front-end implementation, contributing to an approximately 60% increase in website traffic after launch.

Wake Up & Smile

Madrid, Spain

Marketing Strategy Intern

Mar 2023 — Aug 2023

- Developed event concepts and stakeholder presentations for institutional and commercial audiences.
- Managed partner communications and supported Amazon Marketplace operations, helping increase the number of strategic partnerships by 20%.

Skills

Capabilities: Market Research · Competitive Analysis · Strategic Planning · Partnership Development · Business Model Design · Project Coordination · Prompt Engineering · AI Workflow Design

Tools: OpenAI · Claude · Make · Excel · GA4 · SQL · Python Fundamentals · APIs · Figma · Framer · Salesforce · HubSpot · Cloudflare · WordPress · Shopify · Adobe CC

Education

Universidad Rey Juan Carlos

Madrid, Spain

Bachelor's Degree in Marketing · Grade: 8.0/10

Sep 2023 — Jun 2027

Palacký University Olomouc

Olomouc, Czech Republic

Erasmus+ Exchange Programme

Sep 2026 — Feb 2027

iFP Professional Innovation

Madrid, Spain

Higher Education in Marketing & Advertising · Grade: 8.4/10

Sep 2021 — May 2023

Languages

English – C1

Spanish – Native