

PEDRO PÉREZ BLANCO

Marketing & Data Analyst

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Marketing and data analyst, recent graduate of the Master in Business Analytics (ICADE) and a Marketing graduate from ESIC with international experience. I combine the business perspective of marketing with technical skills in data analysis and modelling (Python, SQL, Power BI). Seeking a role that combines marketing and data analytics.

EDUCATION

Master's Degree in Business Analytics (MUBA)

Oct 2025 – Jul 2026

Universidad Pontificia Comillas (ICADE) · Madrid

- Machine Learning (supervised and unsupervised), Deep Learning, Big Data and unstructured data analysis (NLP). Programming in Python, data sources and databases, and visualisation. Analytics applied to Marketing, Finance and Logistics.
- Master's thesis:** «Lead scoring system and RAG virtual assistant for student recruitment». The model prioritises the contacts most likely to convert, allowing the team to **reach almost all conversions while contacting only a third of the leads**.
- Award-winning project (1st place):** data visualisation for the charity campaign "Reyes Magos de Verdad", within the Data Visualisation module of the master. I turned the data into clear visuals to communicate the initiative's impact. Winning entry of the course competition.

Bachelor's Degree in Marketing + Diploma in Management Skills

Sep 2021 – Jun 2025

ESIC University · Madrid

- Strategic and digital marketing, with a specialisation diploma in management skills.

Creative Advertising (Erasmus exchange)

Sep 2023 – Feb 2024

Fontys Academy for the Creative Economy · Tilburg, Netherlands

- Erasmus exchange. Strategic project for Lipton Ice Tea and co-founding of Cre8 Marketing Agency.

EXPERIENCE

Data Project (Comillas)

Jul 2026

Universidad Pontificia Comillas · Madrid

- Collaboration to deploy the thesis' lead scoring system and RAG assistant into production with the university's official CRM data. Responsible handling of real, confidential data.

Marketing Intern

Feb 2025 – Jul 2025

MBE (Master in Business Entrepreneurship) · Madrid

- Competitor and market research, design of recruitment campaigns and content creation for social media.
- Promotional and communication materials for entrepreneurial projects.

Co-founder

Sep 2023 – Feb 2024

Cre8 Marketing Agency · Tilburg, Netherlands

- Co-founded a marketing agency during the Erasmus exchange. Full online advertising campaign for a real client (Slijterij56): strategy, content and social media management end to end.

Logistics Assistant

Oct 2023 – Feb 2024

CLASSEN Group · Tilburg, Netherlands

- Inventory management and support in logistics operations during the Erasmus exchange, in an international environment.

SKILLS & TOOLS

Data: Python · SQL · scikit-learn · SHAP · Power BI · Tableau · MongoDB

Applied AI: RAG (Copilot Studio) · Claude Code · Claude Cowork · ChatGPT · process automation

Digital Marketing: Competitor analysis · Online advertising · Social media · Content creation · WordPress

LANGUAGES & ADDITIONAL TRAINING

Languages: Spanish (native) · English C1 (Cambridge, 2021)

Courses: Generative AI and Business Analytics (Comillas, 2025) · Claude Code in Action (Anthropic, 2026) · Inbound Marketing (HubSpot, 2024)