

# MARCO DELIA

Business Strategist

## CONTACT INFO

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**LINKEDIN**

<https://bit.ly/MarcoDelia>

**WEBSITE**

[www.marco\\_d.com](http://www.marco_d.com)

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**Jeremy Lull**

Hiring Manager

Ceramics

Paseo de la Castellana 48

28045 Madrid

**Phone:** +35 654 8900

**Mail:** [jeremy@ceramics.com](mailto:jeremy@ceramics.com)

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April 14, 2020

**Dear Mr Lull,**

Thank you for the opportunity to apply for the strategy role at Ceramics. After reviewing your job description, it's clear that you are looking for a candidate that is extremely familiar with the responsibilities associated with the position and can perform them confidently. Given these requirements, I am certain that I have the necessary skills to make a valuable and key addition to your team.

With over 20 years of success in the business industry, and a track record of organizational and team management, I'm seeking to leverage my company management skills and extensive background in identifying business and marketing opportunities to enhance both the short- and long-term goals of Ceramics.

I'm a hard-working professional who has been consistently praised as result-oriented by my co-workers and management. Over the course of my 20-year career, I've developed a skill set directly relevant to the strategist role you are hiring for, including business development, benchmarking and corporate development.

Additionally, my extensive expertise as a Master Professor in a number of different academic institutions and my participation in several international congresses has prepared me for working with a multitude of cultures and it has encouraged me to become adaptable in my leadership style to effectively communicate and achieve results.

Overall, I have consistently demonstrated management, organizational and leadership abilities in every aspect of my Strategy and Business Intelligence roles and I invite you to review my detailed achievements in the attached resume.

I am excited to undertake a new professional challenge that will allow me to contribute and expand my knowledge and experience.

If you have any questions regarding my experience, please do not

Sincerely,

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## AREAS OF EXPERTISE

- » Creative and Business Development
- » Branding, PR & Cross-Promotion
- » Franchised and Original Properties
- » Leadership and Team Development
- » Revenue and Profit Growth
- » Contract and Deal Negotiations
- » Budget and P&L Management
- » Brand Building
- » Customer Relations

## LANGUAGE

ENGLISH 70%



SPANISH 100%



## ABOUT ME

Master in Strategy and Business Intelligence with a 20 year background in identifying profitable startup opportunities and leading highly productive teams in the commercial business at national and multinational levels. Proven record of innovation, marketing and strategic business leadership, bringing to the table vision and know-how with an orientation toward results achievement.

## PROFESSIONAL BACKGROUND

### LEAKY TAP BREWERY

FOUNDER | Madrid, Spain

2012 - Present

From my experience in multinational companies, working for Leaky Tap Brewery during those years turned out to be the stepping stone to the founding of "Leaky Tap Brewery of the Madrid Community", due to the inexistence of central offices and experts in the areas of Marketing, Human Resources, Maintenance, etc. required for a hands on approach. With this initiative, we were able to share our know-how and support other breweries facing challenges in the efficient management and operations of their breweries.

### AIMEE CONSULTING

PRODUCT DEVELOPER | Madrid, Spain

2008 - 2020

My core responsibilities at the most prestigious consulting firm in Spain, that had over 5,500 clients & 85 employees, included operations management, selection, hiring and general management of the heads of each department. I successfully developed a high-performance environment by drawing up a marketing plan, competition campaigns & fund raising events while developing successful performance of a profit & loss strategy and Brand standards implementation.

### BEUNO FUNDING

PROJECT MANAGER | Valencia, Spain

2016 - 2019

Provided strategic leadership in organizing and coordinating the International Start-up Funding Campaign for under privileged entrepreneurs, and their corresponding 40 business management stages from 2016 to 2019.

### AEROL FIRM

BUSINESS STRATEGIST | Madrid,

2004 - 2008

Aerol Firm is an innovative franchise-oriented global company. The organization, with over 5000 clients and 50 employees was an amazing opportunity of development and leadership in the areas of Human Resources, Finance and General Management, to ensure the successful overall operation cycles in all the main departments of the

## SKILLS

MICROSOFT OFFICE 95%



CRM 80%



INTERNET 90%



## EDUCATION

### 2014 BUSINESS STRATEGY DEGREE

University of Valencia

### 2017 BUSINESS ETHICS

University of Valencia

### 2019 MASTER IN BUSINESS STRATEGY

University of Valencia

### 2011 ADVANCED BUSINESS STRATEGY – SHORT COURSE

IE Business School. Executive Education.

### 2002 BUSINESS MANAGEMENT

University of London

### 2000 ENTREPRENEURSHIP Specialization in Management

University of Madrid

## COURSES HIGHLIGHTS

### 2012 MANAGING YOUR TEAM EFFECTIVELY

BG Kingsley

### 1998 ELEVATING YOUR TEAM TO REACH THEIR POTENTIAL

University of Madrid

## MORE PROFESSIONAL BACKGROUND

### CHESTNUT CONSULTING

DIRECTOR | Madrid, Spain

2001 - 2004

With over 10 employees, my responsibilities combined operations management with delivering exceptional customer service. Effective delivering an integrated approach in marketing strategy that ensured a fluid & robust running of the company.

### HORNBILL FIRM

MANAGER | Madrid, Spain

2000 - 2001

During my time at Hornbill, I proactively led a high-performance sales team and consistently devised innovative strategies that connect with customer's need and deliver value.

Supervised the controlling activities of operational costs and worked with cross-functional teams to accomplish business initiatives.

### GUTHA FEDERATION

STRATEGIST | Madrid, Spain

1999 - 2000

Successfully coordinated the planning and implementation of the marketing strategy and public relations activities, as well as the arrangement and management of major corporate events for the federation.

## TEACHING BACKGROUND

### INEF BUSINESS SCHOOL

MASTER PROFESSOR | 2017 - 2019

Motivating students of the Valencia CF Sports Academy to reach their peak potential, working tirelessly with the mission to develop efficient business plan & viability skills, effective business strategies, events organization, and operation and human resources management, among others, required for the business industry.

### UNIVERSITY OF VALENCIA

MASTER PROFESSOR | 2010 - 2019

Master of Management of Strategic Entities at a multi-cultural university. The international atmosphere and size of classes required me to be highly adaptable while creating an approachable environment in the lecture hall. My lectures included viability in corporate organizations and strategy in business

### UNIVERSITY OF THE PACIFIC

BUSINESS FOCUS PROGRAMME | 2018  
- Present

Executive Management-oriented program for entrepreneurs, executives and leading professionals who seek to consolidate functional and operational skills within a global corporate perspective, focusing on strategic capacity, leadership, communication and sales techniques, emotional intelligence, among others.

### CITY COLLEGE

MASTER PROFESSOR | 2015 - 2020

Leading students through the master's degree course in International Direction of Corporate Organizations in an immersive experience at one of the world's best business schools. The approach taken was one of a holistic approach with an entrepreneurial spirit.