



CONTACT

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LINKEDIN linkedin.com/in/xian-perez

LOCATION Madrid, Spain

EDUCATION

2026 | UNIVERSITY OF LEÓN

Bachelor's Degree in Marketing and Market Research

Thesis: 10/10 - Emotional marketing, well-being and player behaviour

Methods: surveys, Likert scales, ANOVA, t-tests and regression ($R^2 = 0.31$)

2026 - PRESENT | IN PROGRESS

PlayStation Talents Master's in Video Game Marketing, Communication and Production

UCM - Voxel School

Specialisation: Production and Marketing

LANGUAGES

Spanish Native
Galician Native
English C1 | B2 certified

TOOLS

- Excel - Intermediate
- PowerPoint - Advanced
- Canva - Advanced
- Meta Business Suite - Intermediate
- Google Business Profile - Intermediate
- CapCut - Intermediate
- Websites & landing pages - Basic

XIÁN PÉREZ RODRÍGUEZ

PRODUCT MARKETING | MARKET RESEARCH | CONSUMER INSIGHTS

PROFESSIONAL SUMMARY

Marketing and Market Research graduate pursuing the PlayStation Talents Master's. Experience in campaign delivery, competitive analysis and sales materials. Contributed to marketing plans for two European projects. Seeking a junior Product Marketing role focused on market research and customer insights.

WORK EXPERIENCE

- GRUPO ENXEBRE | Marketing Specialist | May 2026 - Present**
 - Planned and executed sales and promotional campaigns across offline and digital channels, tailoring messages and materials to each touchpoint.
 - Coordinated with partner retailers and monitored the implementation of in-store activities.
 - Managed website content and Google Business Profile to support lead generation, reviews, reputation and local visibility.
- IDARA | Marketing Specialist | Jun 2025 - Aug 2025**
 - Developed initial marketing plans for two European projects, including market research, competitor analysis and identification of relevant events.
 - Created and updated onboarding and information materials in collaboration with Montecelo University Hospital.
- AUDASA - GRUPO ITÍNERE | Toll Booth Attendant | Jun 2024 - Sep 2024**
 - Provided customer service, handled cash transactions and resolved issues in a high-pressure environment.
- MASNOOMADAS SL | Sales & Back Office | Feb 2022 - Jul 2022**
 - Supported the sales team with administrative duties and back-office operations.

PROJECTS, LEADERSHIP & STAKEHOLDER MANAGEMENT

- AEALCEE | Member since Apr 2025 | General Coordinator since May 2026**
 - National network of 40 universities, 70 student delegations and more than 250,000 students.
 - Coordinated four regions and three regional coordinators: priorities, task tracking, stakeholder communication and support for national initiatives.
 - Progressed from representative to Northern Region Coordinator and then General Coordinator.
- UNIVERSITY OF LEÓN | Student Leadership & Events | 2025 - 2026**
 - Faculty Student Representative and Treasurer: student representation, liaison with university governing bodies and support for budget management.
 - Organised the 25th International Congress on Public and Nonprofit Marketing: planning, scheduling, logistics, issue resolution and a speaking role; 60 in-person and over 400 online attendees.
- EURECA-PRO | Student Representative | Sep 2025 - Present**
 - Represented students internationally and supported communication and outreach for the EURECA-PRO European University Alliance.

CORE SKILLS

Product Marketing (in progress)

Market & Competitive Research

Consumer & Player Insights

Campaign Planning & Execution

Sales Materials / Sales Enablement

Team & Stakeholder Coordination

Data Analysis: ANOVA & Regression

Digital Marketing: SEO/SEM & Reputation

Portfolio: xian-perez.anxigel.workers.dev