

ANNA VINOLAS PEDROLA

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San Francisco, CA

EXPERIENCE

INTUITIVE

San Francisco, CA

Marketing Manager

Jun'23 – Now

- **Campaign Management:** Led marketing campaign for flagship product DaVinci targeting hospital executives. Achieved all KPIs, including +45M impressions across paid Media, search, and social channels.
- **Marketing Analytics:** Led 20 A/B email tests to optimize and monitor the performance of key corporate campaigns. Resulted in an increase of +0.5p CTR vs previous year.
- **Lead Management:** Developed and implemented a lead categorization system in Salesforce for a database of +150 leads. Resulted in a streamlined and effective process, widely adopted by sales team.
- **GTM Strategy:** Led GTM strategy for the launch of a new tailored tool for physicians. Partnered cross functionally with designers and PM's.

MBA Marketing Intern

May'22 – Aug'22

- **Market Research:** Analyzed brand awareness, competitive landscape, market dynamics, and communication channels in APAC, EU, and US territories. Presented key findings to Intuitive senior leadership.
- **Marketing Strategy:** Created an execution plan to implement the corporate marketing campaign in new markets. Successfully obtained internal approval for the campaign kick-off.

URIACH (*Southern Europe Healthcare company leader – \$250M ARR*)

Barcelona, Spain

Brand Manager

Jan'18 – Jul'21

- **Project Management:** Led the international go-to-market strategy for probiotics brand. Aligned all European stakeholders establishing new workflows for launch. Resulted in \$2M ARR.
- **Growth Strategy:** Identified and analyzed acquisition opportunities aligned with the strategic plan. Led the acquisition of a brand of \$500K expected turnover and re-launched it within the corporate's portfolio.
- **M&A:** Identified a brand growth opportunity through market analysis and gained buy-in from senior executives for acquiring an eye care brand that would generate \$1.5M.
- **Data Analysis:** Led market analysis of the north star brand (30% of company ARR) and detected a negative trend. Designed and executed a protective marketing strategy from a new competitor entrance, increasing 1.5pp of market share YOY.

NESTLE

Barcelona, Spain

Assistant Brand Manager

Jan'17 – Dec'17

- **Digital Marketing:** Led and executed a marketing plan for food supplement product (Meritene) by developing social media strategy, TV presence and new website. Resulted in +59% of unique monthly visitors to website.

KANTAR

Barcelona, Spain

Market Research Associate

Apr'15 – Dec'16

- **Data-Driven Marketing:** Managed the brand health tracking of Nestle brands to evaluate the effectiveness of their ad campaigns and provide recommendations. Resulted in an increase (YoY) of their projects with Kantar.

EDUCATION

UNIVERSITY OF SAN FRANCISCO

San Francisco, CA

Master of Business Administration - MBA (STEM designated)

May'23

- Concentrations: Business Analytics & Marketing
- Achievements & Leadership: International Merit Scholarship, Net Impact President

IQS School of Management

Barcelona, Spain

Bachelor of Business Administration

May'16

- Senior year at ESG UQAM Montreal

ADDITIONAL INFORMATION

- **Technical Skills:** Nielsen, Excel, WordPress, Google Analytics, Power BI, Salesforce CRM, JMP, Python, Tableau
- **Community Service:** Foster Volunteer at SF SPCA
- **Languages:** Catalan, Spanish, English, French
- **Others:** Avid Reader (Historical novels and Thrillers) and ski enthusiast