

Daniel Stefan Ruiz Gomez



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LANGUAGE

ENGLISH C1

WORK EXPERIENCE

2025

E-COMMERCE SAP SPECIALIST AT SAMSUNG - CHEIL

Product and Catalog management: SAP Hibrys management prices, payment methods and shipment, controlling all the information.

Data Analyst of the website, promotions and user experience to make reports for results or make changes for the ecommerce develop. Also, Website Analyse, checking all the contents, links, titles or descriptions.

Commercial and Promotion management: Make, control and report all the vouchers, special prices and promotions in each catalog for the best UX in the Ecommerce.

Software Technological and Ecommerce Management Issue tickets solving (JIRA).

Department co-working.

2023 - 2024

E-COMMERCE CATEGORY MANAGER - AHORRAMAS S.A.

Category management with Salesforce and Akeneopim platforms for keep the content update.

Analytical tools: Power BI, Google Analytics 4 and Locker Studio, for check results, create proposal and make decisions to improve the E-commerce.

Optimization of productos and listing with the goal of maximizing conversión and profitability of the E-commerce.

Make a digital strategy with promotions, and digital communications of the category in diferentes channels.

Commercial and Promotion management: Make, control and report all the vouchers, special prices and promotions in each catalog for the best UX in the Ecommerce.

Visual Merchandising: Understand the customer behaviour to improve the User Experience and the User Interface.

2023 - 2024

E-COMMERCE OPERATIONS IN FIFTYX AGENCY

Management of Ecommerce B2C/B2B check contents, Lins, titles descriptions.

Analytical reports with Sopify reports for show results, and make proposals.

Mangement of diferente departments to improve de productivity to reach business goals (IT, analytics, design y advertising).

Management and launch marketing campaings for customers.

Teach Shopify Trainings.

Improve User Experience solving issues or make issues for other departments. make Coworking. .

2021 - 2023

E-COMMERCE & UX SPECIALIST IN MASMOVIL GROUP

E- commerce management to improve to user Experience. Manage more than 5 websites of the group(Yoigo, Masmovil, Pepephone, Euskaltel...etc).

Data Analyst for have results of promotions or website situation. Also, to make costumer behaviour and website reports.

Make, control and solve issues from the websites working with other departments.

Work with HTML, CSS for landing pages, SEO or UX.

EDUCATION

2022 - 2023

NEUROMARKETING Y CONSUMER BEHAVIOUR -
COMPLUTENSE DE MADRID UNIVERSITY - (TFM:8,5)

2020 - 2021

MARKETING DIGITAL MASTER -
ESIC BUSINESS&MARKETING SCHOOL- (TFM :8,5)

2018- 2019

MARKETING AND BUSINESS
MANAGEMENT -
HOCHSCHULE BONN-RHEIN-SIEG

2015- 2020

BUSINESS AND MARKETING ADMINISTRATION
WITH MARKETING COMMUNICATION SPECIALIST -
UNIVERSITY BUSINESS SCHOOL BILBAO