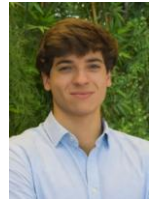


Miguel Arnáiz Burgos
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PROFESSIONAL PROFILE

Analytical and business-oriented professional, quick to learn and adapt, with strong initiative and a result-driven mindset. Comfortable and experienced in taking ownership and performing effectively in fast-paced, demanding environments.

EXPERIENCE

PropHero - International proptech with 10,000+ clients, specializing in real estate investment. **Madrid, Spain**
Growth Marketing Analyst *jul. 2026 - present*

- Analyze KPIs and the sales funnel to identify growth opportunities and expand into new market segments.
- Design and execute acquisition, conversion and brand positioning initiatives through multichannel communication.

Real Estate Operations Analyst *nov. 2025 - jul. 2026*

- Optimized operational processes across the real estate investment lifecycle using HubSpot, Airtable and Excel.
- Built automations with Google Apps Script to streamline workflows and reduce manual tasks.

Sales Development Representative (SDR) *sept. 2025 - nov. 2025*

- Managed and qualified 1,000+ inbound leads/month, generating high-converting sales meetings.
- Handled objections and managed the investor pipeline, deepening expertise in real estate investment.

Start UC3M Emprendedores **Madrid, Spain**
Vice President *may. 2024 - jun. 2026*

- Led a 40+ member organization, coordinating teams and driving strategic projects and events.

Head of Communication *jun. 2023 - may. 2024*

- Managed a 9-person team, recruited talent and achieved the highest media exposure in the organization's history.

Communication Department Associate *oct. 2022 - jun. 2023*

- Created visual assets and contributed to communication strategies across campaigns and organizational initiatives.

Portadicas **Madrid, Spain**
Founder *mar. 2020 - may. 2026*

- Designed cover art for music releases generating tens of millions of streams on Spotify.
- Managed client acquisition, sales and negotiation within the music industry, overseeing projects end-to-end.

EDUCATION

Universidad Carlos III de Madrid **Madrid, Spain**
Bachelor's Degree in Business Administration and Management *sept. 2022 - jun. 2026*

University of Latvia (Latvijas Universitāte) **Riga, Latvia**
Erasmus+ Exchange Program in Business Administration, taught in English *aug. 2024 - feb. 2025*

PROFESSIONAL DEVELOPMENT

Santander Explorer Program - "Young People with Solutions" *feb. 2023 - may. 2023*

- Developed a startup after being selected among the top 3 proposals in an entrepreneurship hackathon.

Real Estate Investment & House Flipping Program - ViFlip *nov. 2025 - feb. 2026*

Blockchain & Cryptoassets Fundamentals - Bit2Me Academy *mar. 2023 - mar. 2023*

E-commerce Strategy & Management - Escuela de Empresa (Universidad Nebrija) *mar. 2026 - aug. 2026*

SKILLS & INTERESTS

Languages: Spanish (Native), English (C1 level).

Tools: HubSpot, Airtable, Microsoft Excel, Google Apps Script, Claude Code, AI tools, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Cinema 4D.

Core Skills: problem-solving, analytical thinking, fast learning, adaptability, process optimization, automation, sales funnel management, business development, leadership, negotiation, results orientation.

Áreas de interés: Operations, Growth, fintech, real estate, investing and financial markets, cryptoassets and blockchain, entrepreneurship, startups, applied AI.