



# Gilbert Martínez Gamote

Senior Data Analyst  
Market Research Professor

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## Job experience:

- Senior Data Analyst  
[Sekuenz Digital Marketing Agency: 2011-current]  
Google Analytics certified.
- Market Research Planner  
[Aixa Research-Barcelona. 2010-2011]
- Head of Market Research Women Care (Spain+Portugal)  
[Arbora&Ausonia-P&G: 2005-2008] Evax & Ausonia brands.
- Brand Manager Baby Care Business Unit  
[A&A-P&G: 2000-2005] Dodot brand.
- Market Research Technician  
[A&A-P&G: 1996-1999] Panel data specialist. Baby & Women Care.

## Trainer experience:

- Market Research Associate Professor  
[UPF-Pompeu Fabra University: 2014 – current]  
Teaching statistical analysis, online & qualitative research.  
Students satisfaction with teaching: Economics & Business Science grades: 9.0/10  
Business Management & Administration grade: 7.9/10 (2020-2021)
- Professor at Master of Marketing  
[IdEC – Pompeu Fabra University: 2010 -2013]
- Google Analytics Trainer at Master in Digital Tourism Marketing  
[CETT - University of Barcelona: 2017-2020]

## Education:

- Postgraduate in Data Information Visualization  
[IdEC-UPF: 2012]
- Master in e-Business & Technology  
[URL-La Salle Univ. 1999]
- Bachelor Degree in Economics & Business  
[Pompeu Fabra Univ. 1990-1994]. Average Mark: 8.2/10 (half of the subjects with A including 4 A+ -with honours-)
- Main online courses:
  - Data Mining w. Weka ([Personal notes available](#) for Weka Advanced training [Future Learn: 2018])
  - Analytics Edge. Multivariate Analysis with 'R' [M.I.T: 2016]
  - Intro to Python programming [Rice University: 2014]
  - Social Network Analysis with Gephi [Univ. of Michigan: 2012]
  - Data Analysis Computing with 'R' [J. Hopkins University: 2012]
  - Multivariate Analysis Postgraduate [UNED: 2001]
  - Google Analytics Individual Q. (95/100). GTM & GA4 trainings

## Languages:

- Proficient: English (CAE), Spanish & Catalan
- Conversational: Italian, French, Portuguese
- Round the world trip 2008-2009. 15 countries (North & South America, Asia, Oceania)

See **LinkedIn** for professional references (10):  
<https://www.linkedin.com/in/gilbertmg/>