

# NICOLE ERIKA P. DANTES

Madrid, Spain

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## PROFESSIONAL SUMMARY

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Product and digital strategy professional with fintech experience at GCash and hands-on strategy projects across insurance, luxury, and sustainable fashion. I turn unclear problems into product concepts that are clear, human, and worth using. Currently seeking product, strategy, and innovation roles in Spain and Europe.

## EDUCATION

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### IE BUSINESS SCHOOL - MADRID

MADRID, SPAIN

Master in Management (MIM) with specialization in Digital Business, Transformation and Innovation JANUARY 2025 - MAY 2026

- Coursework: Agile Product Management, AI for Business, CRM Platforms, Data Analytics, Customer Experience, Growth Hacking, Digital Marketing, Luxury Strategic Management
- Additional Training: AWS Cloud Practitioner Essentials (2025). GPA 3.66/4.0

### DE LA SALLE UNIVERSITY

MANILA, PHILIPPINES

Bachelor of Science in Business Management

JANUARY 2020 - JUNE 2024

- First Honors Dean's Lister. GPA 3.59/4.0

## PROFESSIONAL EXPERIENCE

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### GCASH (MYNT - GLOBE FINTECH INNOVATIONS, INC.)

MANILA, PHILIPPINES

Internal Marketing and Communications Intern

JANUARY 2024 - MAY 2024

- Designed and launched an internal training platform, increasing employee sign-ups to the platform by 70%
- Built multi-channel adoption campaign using interactive emails and visual assets; created data-driven tracking reports using Excel pivot tables and VLOOKUP

### GLOBE TELECOM, INC.

MANILA, PHILIPPINES

Business Development & Service Delivery Intern

JULY 2018 - NOVEMBER 2018

- Delivered a regional sales forecast that improved forecasting accuracy by 30%
- Profiled accounts by industry, lifting client engagement by 20%; secured 15 new sales appointments through strategic outreach

## CONSULTING PROJECTS

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### ECOALF

MADRID, SPAIN

Digital Innovation & Product Consultant

APRIL 2026

- Diagnosed four structural retention failures; designed Earth Collective, a wallet-native loyalty ecosystem with personal impact tracking, community tiers, and circular take-back
- Originated the Impact Story UGC feature (Strava-inspired social sharing); built 6-month pilot plan and budget model; presented to Founder and CEO, CMO, and CDO

### JOSELITO

MADRID, SPAIN

Digital Strategy & UX Consultant

NOVEMBER 2025

- Sole owner of the Digital Waiter within a team of six: designed and prototyped an AI concierge with dual consumer and B2B modes across web, WhatsApp, and WeChat
- Presented live to Joselito's CEO; projected 8-12% conversion uplift and €200k+ incremental annual revenue from the AI system

### AXA HEALTH SPAIN

MADRID, SPAIN

Digital Product & Strategy Consultant

JULY 2025

- Designed an AI-enabled care ecosystem for Spain's 9.5M uninsured seniors; built an ML clustering model layered on top of AXA's existing GLM pricing engine
- Developed Family Hub and Caregiver Dashboard product concepts with three-tier access (senior, caregiver, physician); presented a full business case to AXA executives

## SKILLS

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Product & Service Design Thinking, Journey Mapping, User Research, Prototyping, Agile Product Management, Customer Experience Design, Growth Strategy, Market & Competitor Analysis, Data Storytelling, AI Integration

Tools: Figma, Miro, Jira, Notion, Airtable, Tableau, Excel, PowerPoint

Cloud Literacy: AWS Cloud Practitioner Essentials (course completed)

Languages: English (fluent), Filipino (native), Spanish (basic)