



Bet Guasch

Editorial Strategy & Data Analytics

Publishing professional with 4+ years growing digital content sales across major platforms, combined with recent expertise in data analysis and business intelligence. Experienced in selecting key titles, understanding preferences through sales data, and balancing content quality with revenue goals. Self-taught technologist passionate about connecting data insights with storytelling.

Contact

- + 34 651 03 35 73
- guasch95@gmail.com
- Mataró, Barcelona (ES)

Skills

- Critical thinking
- Creativity & cultural curiosity
- Data-driven analysis
- Negotiation & relationship building
- Results-driven approach

Education

- Master's in Digital Marketing**
UOC (2022)
- Bachelor's Degree in Economics**
Universidad de Barcelona (2013 - 2019)
- Erasmus+**
Aarhus University, Denmark (2017)
- Secondary Education**
Colegio Manyanet Les Corts (2008-2017)

Tech skills

- Power BI
- SQL
- IA tools
- Advanced Excel
- SAP

Languages

- Catalan - Native
- Spanish - Native
- English - Professional

Experience

- Business Intelligence** 09.2025 - 04.2026
Decowood
 - Designed and maintained BI ecosystem for strategic business decisions: dashboards for P&L, sales, incidents, and product scoring
 - Developed SQL queries with cross-systems integration (Odoo, ERP)
 - Implemented complex DAX modeling and measure optimization
 - Presented data-driven analysis to inform strategic pricing decisions
- B2B Business Unit Manager** 01.2025 - 09.2025
Decowood
 - Strategic management of B2B sales channel with focus on margin optimization and process improvement
 - Change in commercial policies and impact analysis (2025: YoY +70%)
 - Cross-departmental coordination between sales, marketing, IT and finance
- B2B Sales** 09.2024 - 01.2025
Decowood
 - B2B account management
 - Optimization of pricing policies and discounts
- Digital Account Manager** 10.2020 - 09.2024
Editorial Planeta
 - Editorial strategy and content positioning across key digital platforms (Apple, Google, CdL, Nextory, Scribd) and library channels
 - Analyzed sales and consumption data to inform content positioning
 - Established pricing strategies for international markets aligned with regional demand
 - Coordinated marketing campaigns and content strategy with editorial partners and cross-functional teams
- Marketplaces Account Manager Assistant** 09.2019 - 12.2019
Tandem Up (by Elogia)
 - Content and marketplace strategy for national and international clients selling on Amazon
 - Analyzed product catalogs and sales data to optimize positioning and discoverability
 - Developed sales optimization strategies and data-driven recommendations to maximize performance
- Digital Account Manager Assistant** 09.2018 - 07.2019
Penguin Random House Grupo Editorial
 - Content positioning and pricing strategy for international markets
 - Coordinated marketing campaigns and editorial content selection across channels
 - Managed client relationships and promotional campaigns with cross-functional teams

Professional References

- Ion Vidaurreta**
CEO Decowood
Phone: + 34 647 80 45 91
Email: ion@decowood.es
- Raúl Pérez**
Director eBooks & Audiobooks - Planeta
Phone: +34 636 96 78 39
Email: rperez@planeta.es