

JUAN MANUEL MURIEL MORA

Insights & Intelligence Analyst | Consumer Insights · Competitive Intelligence · Social Listening · Applied AI

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PROFESSIONAL PROFILE

Insights & Intelligence Analyst with experience in social listening, competitive intelligence, consumer research and digital reputation for clients across retail, pharma, education, technology and food. I turn digital conversations, market data and consumer signals into **actionable insights, client reporting and strategic recommendations**. I combine Brandwatch, desk research and qualitative analysis with applied AI to accelerate research, classification and synthesis while retaining analytical judgement.

PROFESSIONAL EXPERIENCE

Digital Planner | ATREVIA

March 2026 - Present

Madrid

- **Lead recurring competitive intelligence for a sports retail company**, analysing the market, competitors, commercial strategy, innovation, sustainability and circular business models each week through social listening, desk research and benchmarking.
- **Manage daily digital reputation monitoring for a pharmaceutical company**, evaluating relevant mentions across news media and social platforms using Brandwatch and automated alerts, preparing client reports, conducting monthly analyses of conversations about products, and detecting sensitive signals linked to reputation and pharmacovigilance.
- **Developed a multichannel reputation and customer experience analysis for an education company**, integrating news media, digital conversations, social platforms, Trustpilot and Google Reviews across multiple locations from 2024 to 2026 to identify sentiment drivers, friction points and opportunities; currently contributing to its recurring monitoring and reporting.
- **Develop research and insights for pitches and strategic proposals**, combining data and desk research, competitive benchmarking, consumer trends and cultural signals to identify opportunity areas across sectors such as technology and food.

PROJECTS

LEGO Resale Intelligence | Personal Project

2026

AI-assisted market intelligence and decision support

- Conceived and built, with intensive AI support, an **e-commerce intelligence** tool that turns market information into fair price estimates, net margin, explainable scoring, opportunity signals, a watchlist and portfolio analysis.
- Defined the product's **business logic, quality criteria and evidence system**, with 116 automated tests and a catalogue of 50 sets, 49/50 verified under evidence rules.

Finance OS | Personal Project

2026

AI-assisted digital product for personal finance management and analysis

- Designed and built a personal finance application from problem identification to a **functional product**, defining the user experience, information architecture, financial logic and core features.
- Modelled business rules for accounts, spending, income, transfers, refunds, savings, net worth and investments, prioritising **simplicity, traceability, privacy and real-world daily use**.

EDUCATION

Master's Degree in Marketing | Autonomous University of Madrid (UAM)

2025 - 2026

Bachelor's Degree in Advertising and Public Relations | University of Valladolid (UVa)

2021 - 2025

Erasmus · Escola Superior de Comunicação Social, Lisbon · 2024 - 2025 | Matrícula de Honor (Highest Honours) in Advertising Psychology

SKILLS

Research & Intelligence: Brandwatch · Social Listening · Competitive Intelligence · Consumer Insights · Reputation Analysis · Desk Research · Benchmarking · Trend Analysis · Sentiment Analysis

Data & Applied AI: Excel · Python · ChatGPT · Claude · Codex · LLM-assisted Research · Prompt Engineering · Qualitative Analysis · Structured Extraction · SQLite

Product & Tools: Product Thinking · TypeScript · FastAPI · Next.js · Figma · Notion · GitHub

LANGUAGES & CERTIFICATIONS

Languages: Native Spanish · English B2

Certifications: Career Essentials in Generative AI - Microsoft & LinkedIn · Google UX Design Professional Certificate - Coursera