



Rory Semple · 3rd

Founder at Overt Skincare | Strategy | Consulting | Management

Madrid, Community of Madrid, Spain · 500+ connections ·

[Contact info](#)

Overt Overt Skincare



IE Business School

## Experience



### Founder and CEO

Overt Skincare

Sep 2018 – Present · 2 yrs 4 mos

Delaware



### Non Executive Board Member

Gourmedia.cl · Part-time

Dec 2020 – Present · 1 mo

Santiago, Santiago Metropolitan, Chile



### Head Of Marketing

2gether

Nov 2017 – May 2019 · 1 yr 7 mos

Madrid Area, Spain

- Managed global marketing delivery across eight different channels (both online and physical)
- Overseeing the production and implementation of marketing campaigns spanning channels, formats and creatives
- Structuring, hiring and coaching a marketing team with diverse and international background ...[see more](#)



## Marketing Manager for USA and Canada

Mitula Group

Aug 2017 – Nov 2017 · 4 mos

Pozuelo De Alarcón Area, Spain

- Managed the marketing and content for the United States and Canada
- Performed SEO optimization techniques (short, mid, and long tail)
- Created a marketing campaign to increase traffic to the vertical
- Implemented mapping and content management techniques

...see mor

## Project Coordinator

Corazones Para Peru

Jun 2016 – Aug 2016 · 3 mos

Urubamba Province, Peru

- Managed on-time delivery of large scale prophylactic healthcare solutions in challenging rural environments
- Restructured internal processes contributing to improved operations and cost reduction
- Performed due diligence evaluating medical practices and facilities in rural regions

Show 4 more experiences ▼

## Education



### IE Business School

Master's Degree, Masters in Management

2016 – 2017

Activities and Societies: Top 10% of Class, i2i Consulting Lab Winner, Specialisation in Sales and Marketing

Semester 1:

Analytical Thinking

Communication

Economic Environment I

Financial Accounting

Financial Markets

I2I Consulting Lab

Marketing

Organizational Behavior

Quantitative Methods

Technology & Innovation Management

Semester 2:

Negotiation

Competitive Strategy

Corporate Finance

Critical Management Thinking

Economic Environment II  
Entrepreneurship  
Management Accounting  
Operations & Supply Chain Management

Semester 3:  
Channel Management  
Creativity & Innovation Management  
Integrated Marketing Communication  
Knowing The Market & Consumer  
Marketing Strategy For Decision Making  
Product & Brand Management  
Sales Force & Key Account Management  
Search Engine Marketing  
Services Market

#3 European Business School in 2017 by Financial Times  
#3 Master in Management Worldwide in 2017 by Financial Times

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## **The University of Edinburgh**

Master of Arts (M.A.), Politics, 2:1

2012 – 2016

Activities and Societies: Treasurer - Edinburgh University Conservative and Unionist Association, Student Liaison - Edinburgh University Sustainable Development Society, Analyst Edinburgh University Trading and Investment Society (Basic Materials)

Graduated with an MA Honours (2:1) in Politics. Dissertation title "Can Chinese involvement in Africa from the 1990s-present be presented as "Neo-Colonialism?". The dissertation focused on the interplay between resource security and Chinese foreign policy.

Year 3:  
Comparative Politics  
Global Security  
Armed Force and Society  
Global Justice and Citizenship  
South Asia: Culture, Politics and the Economy  
Approaches to Politics and International Relations

Year 4:  
Understanding Indian Politics  
Parliamentary Studies  
Europe and International Migration  
Neuropolitics

I held a number of board positions in a variety of societies:  
Treasurer - Edinburgh University Conservative and Unionist Association  
Student Liaison - Edinburgh University Sustainable Development Society  
Analyst - Edinburgh University Trading and Investment Society (Basic Materials)

I also played squash and was an active debater both in and outside Edinburgh University.

**Brunswick School**

High School

2011

Greenwich, CT

## Licenses & certifications

**Hubspot Inbound Certification**

HubSpot

Issued Jul 2017 · Expired Sep 2019

Credential ID 63405CB01DBE4EEFBF1B6BEBD9F073AD

[See credential](#)

**Google Analytics Certification**

Google

Issued Jul 2017 · Expired Jan 2019

Credential ID 106130950529365773810

[See credential](#)

**Google AdWords Certification**

Google

Issued Jul 2017 · Expired Jul 2018

Credential ID 106130950529365773810

[See credential](#)



