



ID-44648

23.08.1990

Madrid

ACADEMIC BACKGROUND

MBA with Customer Experience specialization at Escuela de Organización Industrial (EOI), Madrid. (July 2016)

Major in Political Science at Ceu Cardenal Herrera University, Valencia. (June 2014)

PROFESSIONAL EXPERIENCE

Field Sales and Trade marketing at Heineken Company (FOOD) (Jul. 2018 – Actual)

- Customer business development.
- Budget management, investment and customer plans.
- Development and execution of promotional plan and growth strategies.
- Report to internal managers and teams.

Trade marketing and sales at Heineken Company (HORECA) (Oct. 2017 – July 2018)

- Customer business development. Ix. 115% vs May 2017. Ix. 105% vs YA.
- Budget (100.000€2018) control in Trade Marketing Activities.
- Strategy development to improve portfolio mix.
- Communication with external agencies. (Naturact, Refrival, Bugar Horeca).

Strategic Sales Consultant B2B at Securitas Direct (Sep. 2016 – Oct. 2017)

- Development and implementation of strategic alliances with key players of potential markets. (La Caixa, Metrovacesa).
- New commercial approaches presented. (Airbnb).
- Sales data analysis to identify possible areas of improvement.

Front Office Intern at BASF (Jun. 2016 – Sep. 2016)

- Record Pricing WF for new prices offered (SAP).
- Record prices, billing and debt management of our main customers in the automotive sector.
- Sales estimation.

Intern: Consulate of Spain in Sao Paulo (Jun. 2014 – Oct. 2014)

- Assistant to the Diplomat for the Middle East, Africa and Latin America.

Bussines Development at Segui Naranjas 1934 S.L (Jan. 2010 – Dec. 2013)

- Content development for the E-Commerce website.
- Capture sales points for specific regions in Europe.
- Coordinate logistics and delivery on time of fresh product.
- Sales estimation and stock control.

LANGUAGES

Spanish and Catalan → Native.

English → Advanced.

Portuguese → Low Intermediate.