

CURRICULUM VITAE

PERSONAL INFORMATION

ID-50259

23/10/1994

50017-Zaragoza

Full Driving License



ACADEMIC QUALIFICATIONS

EAE Business School

Master in Marketing & Sales Management

2018-2020

University of Nottingham (Year Abroad)

Hispanic Studies BA Hons

2015-2016

University of Zaragoza

University Degree in History

2012-2015

SKILLS

- **English Proficiency**
- **Microsoft Office**
- **Persuasive Sale**
- **Negotiation**
- **Team working**
- **Resilience**
- **Objection Handling**
- **Stress management**
- **Data Analysis**
- **Driven to win**
- **Goals Orientated**

PROFESSIONAL EXPERIENCE

DIAGEO

Field Sales Executive-On Trade (Zaragoza-Huesca-Tarragona-Lérida) July 2018-Now

- To reorganize 274 clients assigned to my territory, through the correct categorisation of them by profitability and potential brand impact to detect the most important opportunities for Diageo's market share growth in the assigned area.
- To negotiate and close sales agreements for the FY, keeping track of the client's performance and provide the appropriate resources to help the customer to meet the sales target.
- To attract and retain new customers and improve Diageo's brand positioning and brand loyalty.
- To ensure the correct management of the resources and investments assigned to the territory through the design of a commercial strategy to establish a comprehensive plan of where to activate each one of our brands ensuring Diageo's profitability.
- To be Diageo Brand Ambassador to guarantee the full satisfaction of both our customers and consumers.
- To support the team by training the new joiners and managing the vacant areas to minimize the risk of a sales drop.

Junior Field Sales Executive-On Trade (Ciudad Real)

November 2017-2018 July

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CAMERON KENNEDY RECRUITMENT LTD (LONDON)

Senior FMCG Recruitment Consultant

December 2016-2017 August

- Headhunted to build and head up the FMCG desk for International Executive Search.
- Leading the introduction of the company's services into African and Latin American Markets getting new clients in said regions.
- Top Biller within the company for 6 consecutive months.
- 100,000 USD billings.

MILLAR CAMERON RECRUITMENT LTD (LONDON)

FMCG Recruitment Consultant

June 2017-2017 December

- Building the Latin American & Spanish desk for FMCG Division.
- Cold calling and prospecting new clients.
- Develop company's data base with Latin American and Spanish clients.
- Hitting targets through signing exclusive partnership agreement with some clients to find them excellent talent within the market (i.e. Central American Bottling Corporation, Heineken Brazil, Coca-Cola Femsa, Arcor, etc.)
- 70,000 USD billings.