



Maria

ID-59481

Madrid, ES-M, 28001, ES

Sales & International Business Development Director

Performance-driven professional with career marked by documented achievements in spearheading and directing development of businesses in international territories and ensuring accomplishment of challenging objectives.

Track record of leading business development efforts, conducting comprehensive market research, evaluating market trends, discovering developing business opportunities, and executing actionable solutions leverage to support strategic business growth. Demonstrated history of devising strategic roadmaps, formulating commercial plans, and negotiating with potential business partners to lead initiatives and enhance sales/market development activities. Skilled at analysing business strategies, driving improvement plans, and ensuring compliance with policies and regulations. Exceptional leader with ability to establish and deepen relationships with clients and business partners and ensure continuous improvements.

Areas of Expertise

<ul style="list-style-type: none"> • Business Development • Budget Management • Business Planning & Research • Customer & Vendors Relationship 	<ul style="list-style-type: none"> • Contract Negotiations • B2B & B2C Strategies • Market Research & Analysis • Strategic Planning & Execution 	<ul style="list-style-type: none"> • Training & Development • Team Building & Leadership • Cross-functional Collaboration • Continuous Process Improvement
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Professional Experience

Sugarfree Films, Cinema Company & Personal Businesses of CEO in Arts, Tourism & Real Estate September 2015 – Present
Sales & International Business Development Director

Direct and execute strategic activities in countries all over the world to achieve optimal results. Devise strategic roadmap and design marketing/commercial plans to develop public relations and exceed set goals. Conduct comprehensive market research and develop niche markets at national and international levels by implementing go-to-go market strategy to achieve targeted goals. Identify key business opportunities and research financing and investor relations to lead international business development activities. Demonstrate proven expertise in B2B / BCB by executing effective strategies. Negotiate contracts with public administration and oversee lobbying actions. Discover and track both public and private development opportunities and manage grants with the public administration. Supervise effective collaborations with TV series, such as Doctor Who or Grey’s Anatomy. Spearhead key initiatives by collaborating with cross-functional partners, stakeholders, and customers. Ensure protocol regulations in cinema, institutional acts, festivals, and events.

- Exceeded revenue targets by leading multimedia, real estate, art, and tourism projects from start to completion.
- Oversaw projects with BBC STUDIOS in the UK and launched tourist projects such as Gran View Apartments.
- Drove continuous improvements by supervising international development of Corporate Group’s business lines.
- Scheduled and organised art exhibitions in national and international galleries such as Marlborough Gallery.
- Led and supervised team of 10-15 members to enhance operational efficiency and productivity.
- Established and introduced KPIs, action plans, and projects by defining scopes, while coordinating with the CEO.
- Steered automated campaigns in SEO, SEM, content marketing and social media marketing, retargeting, sponsored posts, Instagram, and Facebook ads, and Google (Google Analytics, AdWords).
- Orchestrated and executed branding strategy, including brand positioning, values, measurement reports, ROI determination, image, and corporate identity.
- Represented company and communicated company’s message at film festivals, industry events, political actions, and fairs in the real estate, and art and tourism sectors.

Deputy Director

Ensured continuous improvement within all departments by creating and communicating policy and transversal work methodology. Administered day-to-day duties, including scheduling meetings, taking minutes, and providing managerial support, while acting as secretary of the steering committee. Trained staff and enhanced employee performance by utilising best practices. Liaised with various departments to define operational and commercial strategies and achieve set goals.

- Analysed annual accounts and presented detailed reports to maintain accurate records.
- Examined and interpreted detailed financial figures by introducing activities and meet set targets.
- Established and developed company's strategy, policies, and the global business plan by assisting CEO.
- Optimised process efficiency by monitoring costs and resources and evaluated projects of Corporate Group.

Sugarfree Films, Cinema Company and Personal Businesses of CEO in Arts, Tourism and Real Estate May 2008 – Septemb 2015 Sales & Marketing Assistant

Led end-to-end marketing and brand recognition processes, including drafting, and designing newsletters/press releases, preparing press releases/reports, and managing email marketing and newsletters via CRM. Directed and coordinated digital and offline marketing campaigns and monitored social media, banners, web, SEO / SEM, email marketing, newsletters, content marketing, and video productions. Designed and developed marketing and commercial plans to accomplish short-/long-term goals. Translated documents into Italian, English, French, and Spanish.

- Introduced corporate identity manual and oversaw competitor monitoring and analysis.
- Organised and scheduled interviews for the CEO with national and international media.
- Directed marketing projects from ideation to completion by implementing effective strategies.
- Launched and initiated digital campaigns as well as evaluated legal and operational feasibility.

Arfe (Family Company)

January 2005 – May 2008

Assistant to the President

Scheduled interviews for the President with national and international media. Oversaw preparation of press releases, presentations, brochures, posters, websites, reports, budgets, and archived press clippings. Delivered expert-level assistance in negotiations and attracting clients internationally. Conducted market research and evaluated requirements to meet set targets. Supervised and analysed logistics and distribution processes to ensure compliance with the commercial obligations of the different lines of business of the company. Assisted president on various matters, such as strategy, planning, execution, and launch of products. Wrote translation of documents into Italian, English, French, and Spanish.

- Monitored and tracked national and international projects to achieve desired outcome.
- Optimised end-to-end processes, while adhering to regulations of quality system and business objectives.
- Spearheaded and coordinated marketing campaigns, produced promotional material, and prepared catalogs.
- Drafted procedural law documents/texts as well as carried out procedures at Courts, Notaries and Registries.

Education

Currently studying an Executive Global MBA | Instituto de Empresa, Madrid

Master's in International Relations and International Commerce | Chartered Institute of Political Science, Madrid

BA (Hons) Law | Hertfordshire University, UK

Postgraduate Diploma in Marketing | Chartered Institute of Marketing, UK

Postgraduate Diploma in Communication and Institutional Relations | Chamber of Commerce of Madrid

Human Resources Course, Project Management Course, Accounting and Finance Course,

Social And Business Protocol Course, Public Speaking and Debate Techniques Course

Technical Proficiencies

MS Office, MS Dynamics, Photoshop, ERP Oracle, Databases (Microsoft SQL server and Excel), CRM Salesforce, SAP

Licences & Certifications

Driving License

Languages

Native Spanish. Proficiency in English, French and Italian