



KINGA DMOWSKA

Barcelona

Fecha Nacimiento: 07/10/1988

PROFILE



Internationally oriented professional, focused on sales in Cosmetic and Perfumery industry, keen on make-up, beauty trends and world politics.

EDUCATION

Universitat Autònoma de Barcelona
03/11-12/11 Master in International Business Management

Warsaw School of Economics, Poland 09/07 - 07/10 Bachelor of International Economic

Univerza v Ljubljani, Slovenia Erasmus Exchange, International Business

Cazcarra Image Group 2014

Superior Makeup Course for Film, TV and Fashion Industry

SKILLS

- Excel ●●●●●
- Trade Marketing ●●●●
- In-store events ●●●●
- Key Accounts MGMT ●●●●●
- English ●●●●●
- Spanish ●●●●●
- Polish ●●●●●
- Russian ●●●

WORK EXPERIENCE

KAM Iberia (Markwins Beauty Brands Intl.)



Markwins Beauty Brands Intl. is an American group which brand portfolio includes several makeup brands such as Wet'n'Wild (4th biggest in US in units sold), Physicians Formula (hypoallergenic makeup), Lorac (professional makeup), The Color Workshop, Black Radiance, POP and Lip Smacker, amongst many other brands and licensing deals.

As a Key Account Manager I play an integral role in new business pitches and hold responsibility for the effective on-boarding of new clients. I am responsible for the development and achievement of sales through the direct sales channel. I focus on growing and developing both mass market and perfumery accounts: El Corte Ingles, Carrefour, Alcampo, Perfumery Chains (Julia, Prieto, Douglas Portugal, Clarel Portugal, etc), among others.

I also work very close with Points of Sale, ensuring they have a proper training on new products, and checking the day-to-day work of the merchandising agency. Moreover, I ensure that all events and promotions are correctly implemented and proactively managed.

Regional Sales Manager Cosmetics & Perfumes 03/14- 02/17

(Vicinanza Trading S.L.) **vicinanza**

Developing sales and marketing strategies to drive sales growth in the area of Central Europe (Benelux, Poland, Czech Rep., Slovakia, Baltic States) in accordance to the established business plan and pricing policies.

Developing and managing efficient distribution network to improve sales performance and achieve sales and profit goals.

Carrying out market research to understand competitors and market trends.

Maintaining of relationship with existing customers (visits, attending regional trade shows, etc.)

Customer Service & Sales Support Coordinator 08/11 -02/14 

Trainee Sales Strategy & Trade Marketing Dep., PepsiCo 03/11-08/11 

Carrying out analysis on sales (based on Nielsen and Bristol databases, databases of supermarket chains); helping to find a strategy to increase sales and reach monthly/ yearly objectives (designing promotions; sizing-pricing, etc.). Working closely with PepsiCo Marketing Department.

