

ID-58071 Marina

Madrid



Experienced sales and marketing professional with a strong interest and expertise in pharma, and experience in retail marketing, brand management, and digital marketing. Demonstrated leadership in developing project and initiatives, both with in-house and external stakeholders to develop go-to market strategies, with a strong focus on revenue generation, and profitability.

HEALTH IN CODE GROUP (Spain) November 2020 – ongoing

Genetic Disease Marketing Manager (marketing team)

- Developed genetic disease sales and marketing plan and execution of said plan
- Key focus on marketing communications, and sales/product-push (primarily conference and events channel)
- Developed a set of sales enablement tools and assist sales teams by providing guidance for product messaging and positioning, objection handling, and target customer identification
- Developed in-house market analysis through the consolidation of customer input, sales, and field staff
- Closely worked with sales team, clinical staff, and KOLs to drive and promote market access and development

KERN PHARMA (Spain) June 2017 – November 2020

Product Manager Consumer Division (marketing team)

- Development and execution of strategic marketing plans (Ibudol, Ibukern, Dolostop, Capikern)
- Agency management and coordination of the marketing execution plan
- Events coordinator (main lead for pharmaceutical events of the Consumer Division)
- Coordination of sales and promotional initiatives with sales teams (Generic Medicinal and Consumer Divisions)

JOHNSON & JOHNSON (Spain) September 2015 - June 2017

Junior Product Manager, Medical Division (marketing team)

- Development and execution of marketing plans for the Iberian Market (following EMEA guidelines)
- Communication and media relation lead (including communications with medical community)
- Digital marketing lead for content creation for B2B and B2C sales (including e-commerce)
- Collaboration with sales team for promotional and special actions

Account Manager, Consumer Division (sales team)

- Market and sales analysis for the pharmaceutical and para-pharmaceutical sales
- Product presentation and sales training for retail distribution
- Achieved revenue growth on low rotation products thru cross-promotion activities

MARS (Spain) September 2014 - September 2015

Junior Product Manager, Food Division

- Digital Marketing lead for B2B and B2C projects (including agencies management)

HEINEKEN (Spain) September 2013 – September 2014

Junior Key Account Manager (National Accounts)

- Pricing analysis and sales strategy follow-up for tier I national accounts (Carrefour, DIA, Lidl)

COCA COLA IBERIA (Spain and Portugal) September 2012 – September 2013

Sales Trainee

EDUCATION

- ESIC – Business Administration and Marketing, specializing in Marketing and Commercial Management, 2008 – 2013, GPA 8.7/10
 - Universidad Rey Juan Carlos – Master in Digital Marketing, 2019 – 2020, GPA 9.13/10
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LANGUAGES

Spanish – Native / French – Bilingual (C2 – FLE certificate) / English – (C1 – Advanced) / Portuguese – (B1 . DIPLE)

OTHER SKILLS

Microsoft office proficiency (Excel, PowerPoint and Word)
