



TATIANA LÓPEZ MARENCO

BUSINESS ADMINISTRATOR (MBA)

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 Benalmádena - Málaga.

 European Union.

PROFESSIONAL SUMMARY

Results-driven commercial and account management professional with solid experience in remote and on-site client management, sales operations, retail coordination, and brand representation across the Cosmetics, Fashion, Mass Consumption, and Retail sectors.

Strong background in consultative sales, KPI management, forecasting, client retention, and cross-functional coordination.

Experienced in working with multiple accounts, distributed teams, and performance-driven environments, combining strategic thinking with hands-on execution. Recognized for responsibility, adaptability, and the ability to build long-term relationships in both on-site and remote settings.

EDUCATION

MBA – Business Management & Administration. 01/2012 - 01/2013 **EUDE European School of Management and Business** - Madrid -España.

Bachelor's Degree In Business Administration. 01/2006 - 01/2011 **Universidad del Norte** - Barranquilla - Colombia.

LANGUAGES

English

B2+

WORK EXPERIENCE

Account Executive – 02/2024 - 01/2026.
Cosmetix Makeup S.A - Málaga.

- Managed and implemented commercial strategies for cosmetic brands across major retail chains, in the southern region of Spain. Maintained continuous client communication through consultative and remote follow-ups, identifying needs and developing value-driven sales initiatives.
- Prepared monthly sales forecasts, performance reports, activity planning, and client visit schedules.
- Coordinated inventory management to ensure optimal stock availability and sales execution.

Achievements: 100% assortment coverage, 95% sales target achievement in remote.

Interim Market Manager - 05/2023 - 04/2024.
Carrefour S.A -Málaga.

- Plan, execute, and supervise logistics resources, operations, personnel management, and financial and accounting processes of the business unit.
- Ensure KPI compliance: sales, inventory, turnover, NPS, shrinkage, customer acquisition, and loyalty.
- Coordinate promotions and sales policies.
- Certify quality and health standards in each strategic business unit, ensuring profitability.

Achievements: 93% audit compliance and a 25% sales increase in wine and spirits categories.

Store Manager, 02/2022 - 02/2023.
Parfois S.L -Madrid.

- Lead sales objectives, manage the team, and set goals to achieve results.
- Supervise daily operations, procedural compliance, and visual merchandising standards.

Achievements: increased conversion rate to 17%.

Financial Risk Manager- Hybrid, 02/2021 - 01/2022.
Go-Bravo España – Madrid.

- Performed financial analysis and credit risk evaluations in a fully remote environment.
- Increased lead generation and customer acquisition through data-driven strategies.
- Designed preventive risk strategies aligned with financial regulations and ethical standards.

Achievements: 15% increase in new clients and portfolio growth.

Store Manager, 01/2017 - 01/2020.

Farmatodo Colombia S.A – Barranquilla-Colombia.

- Managed sales performance for cosmetics, beauty, personal care, and health categories.
- Led contract negotiations and commercial terms with suppliers and partners.
- Planned promotional strategies and sales projections using structured commercial frameworks.

Achievements: Shrinkage reduced to 0.45%.

Supermarket Manager, 01/2013 - 01/2017.

Olímpica SAS – Barranquilla- Colombia.

- Developed monthly budgets and sales planning for multiple business units.
- Managed trade marketing negotiations and promotional execution with suppliers.
- Tracked operational and commercial KPIs to improve profitability and customer experience.

Achievements: 10.85% annual sales growth, 21% increase in spirits category sales.

SKILLS

- Remote Account & Client Management.
- Consultative Sales & Customer Success.
- KPI & Performance Tracking.
- Commercial Negotiation.
- Inventory & Operations Management.
- Customer Retention & Loyalty.

PROFESSIONAL ACHIEVEMENTS

- Top Sales Performer – Go Bravo Remote Employee Ranking (2022). 25% increase in customer base (2013–2017 period).
- Finalist – Coors Top Beverage Sales Award, Coors Light Brewing Company (2016).