



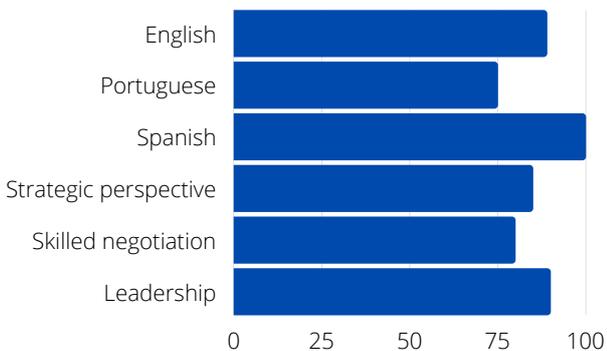
## ID-58775 JUAN SEBASTIAN

### PROFILE

Professional in Business Administration and Management, with postgraduate studies in Marketing and Communication and experience in project management and creation of strategies and campaign execution.

General Interest in product management, construction of commercial relations and customer relations to achieve the objectives set for brands, products and services.

### SKILLS



### EDUCATIONAL TRAINING

#### Complutense of Madrid University

DipHE in Marketing and communication  
Madrid, Spain  
July 2014

#### Pablo de Olavide University

Bachelor's in Business Administration (BBA)  
Seville, Spain  
June 2013

#### IE Lisbon

international baccalaureate diploma  
Lisbon, Portugal  
June 2007

### OTHER ACTIVITIES

Consulting – strategic director new businesses | *Ad-In Agency*

### HOW TO REACH ME

### CAREER SUMMARY

#### Senior Account Team Manager

Majorel - Bytedance (TikTok) | Aug 2018 to present | Barcelona, ES

- Management of an international team and project aiming to continuously track key metrics and proactively define courses of action to improve them.
- Strive to improve organizational effectiveness by showing exemplary leadership and maintaining the organization's operational activities.
- Develop strategies that will meet the organization's goal, and supervise daily activities of the team for the growth of the organization, making necessary observations on the job and suggesting solutions to emerging problems.
- Increased business volume by 173% by implementing new Account strategies and initiatives achieving differential changes across all LoBs.
- Conceptualization and implementation of regional account program to increase brand visibility.
- Maintain accurate and timely customer, pipeline, and forecast data.
- Creates monitors and manages an operation pipeline to ensure consistent achievement of quotas and metrics.
- Attended client meetings to discuss strategies and future developments, and to present weekly, monthly, and quarterly reviews.

#### Trade Marketing Developer (Consumer division).

L'Oréal | Jun 2016 to Apr 2018 | Bogotá, CO

- Analysis of sales and commercial actions carried out and the A&P budget
- Implementation and monitoring of the visibility, range, and promotion policies of the brand.
- Definition and execution of the launch plan for new brands of the group in Colombia (Garnier)
- Shelf analysis, shelf vision, and shelf advice on Garnier segments for Exito, Jumbo and Carulla ( e.g. Nielsen)

#### Customer Development Assistant

L'Oréal | Mar 2015 to May 2016 | Bogotá, CO

- Cultivate strong relationships with new customers. New account handoff: coach on selling and display, execution, merchandising standards, and ensure accurate and timely orders are submitted.

#### Project manager assistant

Go&ventures Group| Sept. 2013 to Jan 2015 | Barcelona, ES

- Development of communication strategy, coordination, planning, and execution of promotional and commercial activities and brand momentum
- briefings and project reports (index of presence, rotation, average references, prices,visibility).