

**Andrea Melisa, Martínez Dearth**

Birthdate: 05 December 1982

Place of Birth: Zaragoza, Spain. Residence: Corby, UK

Nationalities: Spanish and U.S.A.

Telephone: 07784779825

Email: andream_dearth@hotmail.com**SYNTHESIS:**

Proactive and dynamic executive with ample international experience specializing in the promotion and commercialisation of products and services. Marketing, International Commerce, Institutional relations and public relations. Capable of communications and working in three different languages, having obtained excellent results. Innovative and good communicator.

PROFESSIONAL OBJECTIVE:

Searching for a career change into Tech as a front end developer. Continue my professional career path in companies for which the majority of my experience and skills will prove to be an asset.

EXPERIENCE:**MATERNITY LEAVE – April 2022- today**

Being a mother and trying to be the best for my two toddlers (the oldest is 3 years old and the little one is now 19 months old) is the hardest “job” I have ever done. It is also the most gratifying.

DICSA S.A. y DICSA AMERICA, LLC.- March 2018- April 2022**Position:** America Front Desk for DICSA S.A. y DICSA AMERICA, LLC.**Functions:**

- Reporting to the Sales Director preparation, development and implementation of strategies to open market in USA but also Canada and South America.
- Prepare offers and study the commercial sales conditions for every client.
- Tracking of customer sales: realization of catalogues, establishment of objectives, order follow-up, logistics management, order tracking, complaint resolution.
- Advise and sales control of the sales representatives in the area.

DIFFERENT TRAVEL S.L. (www.centraldereservas.com) – May 2015- February 2018**Position:** Travel agent and Customer Service.**Functions:**

- Management of bookings, customer service and telephone sales.
- Complaint resolution with customers at the destination and also post trip.
- Support to the accounting department.
- Support to the Product department: web updates and contact with hoteliers.

IMAGINARIUM S.A. - March 2015- May 2015**Position:** Customer Service for Germany, Switzerland and Spain.**Functions:**

- Customer Service and giving support to the stores in Germany, Switzerland and Spain
- Management of orders and telephone sales.
- Complaint resolutions

JOCCA- Qualimax S.L. - May 2014- October 2014**Position:** Sales Country Manager Germany, Austria and Switzerland. (Export Manager)**Functions:**

- Reporting to the Sales Director, development and implementation of strategies to commence/expand market share in the above-mentioned countries. Market prospection.
- Definition and development of the corresponding sales policies to achieve an upward trend in sales over time for subsequent business plan years.

DICSA; Distribuidora Internacional Carmen,S.A.- November 2012- May 2014**Position:** Sales Country Manager Germany, Poland, Slovenia, Croatia, Bosnia-Herzegovina, Serbia and Macedonia**Functions:**

- Reporting to the Sales Director, preparation, development and implementation of strategies to initiate sales in the German market and increment sales in the remaining countries indicated.
- Market prospection, trips to each country as per estimated potential.
- Tracking of customer sales: realization of catalogues, establishment of objectives, order follow-up.
- Define the strategy for periodic on-site meetings and company representative at trade and international fairs: display, organization, attend to stand visitors.
- Ensure the growth in profitability for each and every customer.

Results:

- Increase in sales volume of 200%
- Number of additional new customers: 38; and 150 potential new clients.
- Rise in sales benefits.
- Monthly follow-up visits produced positive results for 95% of the meetings which took place.
- Gain in the overall profitability by customer.

ZARAGOZA TURISMO. - December 2004- October 2012

1. Position: In the Exterior Promotions Dept., responsible to receive foreign professionals visiting Zaragoza, and supervise the work of 2 persons reporting to me.- May 2008-Oct. 2012

Functions:

- **Planning, organization and carry out** of promotional actions, in direct collaboration with the "OET" offices (Spanish Offices of Tourism in foreign countries).
- Plan, develop and realize promotional activities and promote advancement of institutional commerce.
- **Representative of Zaragoza Tourism** (trade fairs, promotional actions, prepare/give presentations, workshops, etc.)
 - **International Fairs:** FITUR Madrid, ITB Berlin, WTM London, BTL Lisbon y BIT Milan.
- Actions related to city networks: **European Cities Marketing (ECM) tourism network** (communication, participation in meetings, maintenance of webpage europeancitycards.com)
- Responsible for the touristic card "**Zaragoza Card**" (design, sell, promote)
- Update content of **web pages and portals** and **content of publications in social networks** (Facebook, Twitter, Flickr, Youtube)
- **Reporting and data analysis.**

Results:

- Increased number of foreign tourists. More than 300 articles about Zaragoza published.
- Coordination of stands at more than 15 International fairs.
- Development of national and international workshops with travel agencies with the intent to increase tourists visiting the city.
- Coordination and advertisement of the "Zaragoza card" sold to tourists, resulting in increased sales.

2. Position: Tourism Specialist in "Zaragoza Turismo" Central Office in the Promotion Dept.: Attend to professionals and handling of the Zaragoza Card. – Nov. 2007- Abril 2008

3. Position: Tourism Informer at Zaragoza Tourism offices, various administrative functions, such as assisting tourists, providing them with assessment on the variety of touristic options available -both cultural and as entertainment- in Zaragoza and the Aragon regions. Previously, 9 months of practical training at the ground level.- Dec. 2004- Jun. 2005 y Sept. 2006- Oct. 2007

ACADEMIC EDUCATION:

2003- 2006 **Degree in Tourism** at the Escuela Universitaria de Turismo de Zaragoza.
(Senior year at "**Fachhochschule München**" **Munich-Germany**)

2013-2014 Master's Degree in **Sales and Marketing Management**, Grupo Gates (Beca EFEM)

CONTINUOUS DEV. (COURSES):

- **Coding Kikstarter Course: JavaScript**, Code First Girls (Sept- October 2023, 16 hours)
- **Coding Kikstarter Course: Python & APPS**, Code First Girls (June- July 2023, 16 hours)
- **Introduction to JAVA**, SEPE (March 2022, 140 hours)

- **Management**, CEPYME (Mar. 2014- 40 hours)
- **Commerce and Management of a modern company**, CEPYME (Oct. 2013 – 30 hours)
- **Exterior Commerce**, CEOE (Nov. 2012- Jan. 2013 – 60 hours)
- **Managing Teams**, CEOE (February & March 2011 – 100 hours)
- **Personal and Professional Leadership**, CEPYME, (Oct. & Nov. 2010 – 100 hours)
- **Public Relations in English**, COLUMBUS (Oct. 2009 – 30 hours)
- **Effective Presentations** (Mar. 2009)
- **Time Management**, CEPYME (Oct.- Nov. 2011 – 120 hours)
- **Preventing Labor Risk**, Servisar (Sept. 2011) y MAZ (Jan. 2014)
- **Google Analytics y Wordpress**, Ábaco Digital. (Dec. 2011)
- **Strategic Analysis and Community Manager Collaboration Web Tools**, Academia Izquierdo (Sept. 2011) y **Community Manager**, IASOFT (Junio 2011)
- **Counselor (free time)**, Ánade (2003)

Computer:

- **Photoshop digital touchup** (Abril- Mayo 2011 – 50 horas)
- **Windows Environment, advanced level**: Word, Access, Powerpoint and Internet.

LANGUAGES:

ENGLISH Native (mother) tongue, professional-level competency, work language.

GERMAN Professional-level competency, work language.

Goethe Institut: “Zertifikat” (1997) y “Zentrale Mittelstufenprüfung” (1999)

- Various German courses: 5º German in the “Lenguas Modernas” Institute (2013-2014), currently taking 6th level course, Hannover (summer of 1998) y Munich (fall of 2005).
- Schooling (primary and secondary) at “**Colegio Alemán**” school, Zaragoza (1986- 2000)

ITALIAN Basic professional-level competency. High level of comprehension and communication.

- Intensive coursework at the Academia **Dante Alighieri**, levels Italiano II, Italiano III, Italiano IV e Italiano V between 2009 and 2012.

OTHER INFORMATION OF INTEREST:

Driver’s License, B-1 type. Vehicle available.