

Andrés Franco Langthon

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Profile

Dynamic Business Administrator with over 7 years of expertise in the commercial sector, particularly in provider negotiations and sales process optimization. I possess a deep understanding of negotiation tools, meticulous KPI management, and an innate ability for data-driven decision-making. Having worked extensively in both traditional and e-commerce markets in Mexico and with significant experience at one of South America's leading retailers in Colombia, I have a profound understanding of consumer demands at a massive scale.

Recently, I diversified my skill set by completing a web development bootcamp, acquiring technical expertise in JavaScript, React, Node.js, MongoDB, and front-end development. Eager to fuse my business acumen with this newfound tech expertise to bridge business and technological arenas.



Work Experience

01/2019 – PRESENT MEXICO CITY, MEXICO

Sales Specialist Manager NB North Bayou

- Elevated the 'NB North Bayou' brand to feature on major E-commerce platforms in Mexico.
- Designed and spearheaded digital marketing campaigns, driving an increase in online engagement and surpassing annual sales of 1 M USD.
- Oversaw the legal establishment and operational deployment of 'NB North Bayou' in Mexico, ensuring regulatory compliance.

01/2015 – 01/2018 BOGOTA, COLOMBIA

Buyer Cencosud S.A.

- Drove growth in the sound systems category, surpassing the market by 20%, achieving 18.3% market share.
- Introduced new product categories such as sound bars, witnessing a remarkable 111% growth from 2016 to 2017.
- Conducted deep analyses across categories to ensure accurate business forecasting.



Work Experience

01/2018 – 12/2018 BOGOTÁ, COLOMBIA

Product Manager E-commerce Cencosud S.A.

- Directed commercial strategies for various product categories: TV, Audio/Video, Cellphones, Computers, Gaming Consoles, and Accessories.
- Pioneered the e-commerce strategy for the first semester, innovating categorization of the main webpage for enhanced user experience.



Education

01/2023 – 12/2023

Bootcamp Web Developer Ironhack

Gained proficiency in JavaScript, React, Node.js, MongoDB, and front-end development.

01/2010 – 12/2015

Administración de Empresas Universidad de La Sabana



Skills

JavaScript

React.js

CSS

HTML5

MongoDB

Node.js

Leadership & Interpersonal Skills



Proyectos

UniBook, Je Blush MX-Final project IronHack Bootcamp

<https://unibookpro-app.netlify.app/>

Developed a full-stack RESTful application for a renowned beauty salon in Mexico City, designed to streamline their service reservations. Utilizing React, I seamlessly integrated a user-friendly calendar within the app, enabling clients to effortlessly book various beauty services.