

## Contact

[www.linkedin.com/in/](https://www.linkedin.com/in/)

## Top Skills

International Marketing

Teamwork

SPSS

## Languages

English (Full Professional)

Spanish (Limited Working)

German (Native or Bilingual)

French (Limited Working)

## Certifications

Certificate of Advanced English

First Certificate of English

European Computer Driving Licence

Store Design, Visual Merchandising  
and Shopper Marketing - Statement  
of Participation

Certified GS1 ECR D-A-CH Category  
Manager

## Honors-Awards

Performance Scholarship

3rd place, European Final - urMall  
Business Game

# Nesta Territo

Trade Marketing, Perfect Store & Shopper Activation Manager at  
Mondelēz International

Austria

## Summary

Experienced Customer and Trade Activation Manager with a demonstrated history of working in the FMCG industry. Certified GS1 ECR D-A-CH Category Manager and skilled in Market Research, Analyses and Category Insights. Strong professional support with a Master's Degree focused in International Business Administration and International Marketing from the University of Vienna, Austria.

## Experience

Mondelēz International

8 years 4 months

Perfect Store & Shopper Activation Manager

December 2021 - Present (2 years 2 months)

Wien, Österreich

- Team lead
- Defining category growth strategies focusing on shelf & secondary placement in-store
- Category management projects
- Shopper activations & POS executions
- Trade marketing

Customer Activation Manager Rewe

January 2019 - November 2021 (2 years 11 months)

Vienna, Austria

- Customer Sales Strategy
- Business Development
- Category Planning & Trade Marketing
- Category Management & POS-Marketing

Assistant Category Planning Promotions

September 2017 - December 2018 (1 year 4 months)

Vienna, Austria

- Development & Execution of Shopper Activations (from an idea to POS)

- POS & Trade Marketing

### Category Planning Promotion Expert

August 2016 - August 2017 (1 year 1 month)

Vienna, Austria

### Trainee Category Planning AT CH

October 2015 - July 2016 (10 months)

Vienna, Austria

### OptimalNachhilfe

#### Marketing and Business Development Intern

July 2014 - August 2014 (2 months)

My responsibilities as a Marketing and Business Development intern included:

- Conducting international market analyses for Austria and Switzerland including market potential, competitors and characteristics about the education systems
- Preparation for market entry in the Austrian market, taking into account country specific particularities
- Research and supervision of business competition, including strategic positioning
- Standardisation of content quality on web pages concerning SEO (Search Engine Optimization) and marketing criteria
- Responsible for presence in social media and PR and development of new strategies
- Recruiting new teachers via online job markets and optimizing the existing processes
- Handling of customer inquiries
- Improving the front-end of the company's homepage (HTML5)
- Incorporation and supervision of other trainees

### Banque PSA Peugeot Citroën

#### Finance Intern

August 2013 - August 2013 (1 month)

Vienna, Austria

My responsibilities as an intern in the wholesale department (July 2012, August 2013) included:

- Administration of customer information
- Regular communication with car dealers
- Customer support

## RHI AG

### Finance Intern

July 2013 - July 2013 (1 month)

Vienna, Austria

My responsibilities as an intern in the risk & opportunity management included:

- Administration of insurance claims
- Independent implementation of presentation material for cargo insurance in English and German
- Designing and updating of databases
- Report generation
- Regular contact with customers and insurance companies

## STM Warenhandel und Vermittlung GmbH

### Marketing Intern

August 2011 - August 2011 (1 month)

My responsibilities as a Marketing intern included:

- Development of a new business concept
- Independent analysis and presentation of price comparisons
- Market research
- Preparing presentations and databases

## Voith GmbH

### Marketing Intern

July 2010 - August 2010 (2 months)

Intern in the marketing and project development department (July 2009, July-August 2010)

## BHAK St. Pölten

### Chief Editor of School Magazine

September 2008 - June 2009 (10 months)

St. Pölten, Austria

Chief Editor of the School Magazine "Wood Street Journal"

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## Education

### Universität Wien

Master's Degree, International Business Administration · (2013 - 2015)

### Universitat de València

Bachelor of Science (BSc), International Business  
Administration · (2012 - 2013)

Universität Wien

Bachelor of Science (BSc), International Business  
Administration · (2010 - 2013)