



RICARDO SAENZ

| Curriculum Vitae



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San José, Costa Rica

PROFILE

I am flexible, reliable and possess excellent time keeping skills. I am an enthusiastic, self-motivated, reliable, responsible and hard working person. I am a mature team worker and adaptable to all challenging situations. I am able to work well both in a team environment as well as using own initiative. I like to find solutions. Throughout my career, I have had the opportunity to work with people and develop their skills to the max. Whether is as a manager or as a team member.

EDUCATION

Universidad San Marcos

- Business Administration with emphasis in Business Management.

Universidad Creativa

- Technical degree in Digital Marketing and Communication.

Universidad Politecnica Nacional

- Technical degree in Project Management.

WORK EXPERIENCE

CARPRO AUTO DETAIL S.A

General Admin and Social Media Manager | Current

- Giving administrative support to people within the office, as well as overseeing the daily operations of a business segment, department, and stand-alone retail location to brands like Coatings, Chemical Guys and Maxshine.
- Overseeing the company's interactions with the public through implementing content strategies on social media platforms. Including analyzing engagement data, identifying trends in customer interactions and planning digital campaigns to build community online.

SKILLS

Neuromarketing and Digital Marketing



Excel - Office Package



SEO - SEM



Adobe Suite



Business Mng



Community Mng



INTCOMEX COSTA RICA

Creative Project Manager

- In charge of developing marketing and advertising strategies adapted for different recognized global brands such as: JBL, Logitech, Razer, Microsoft, Haier, Samsung, Lenovo, Forza, among others.
- Successfully created a steady strategy from a scratch consistent in communication and experience for the brands.
- Responsible for planning and overseeing projects to ensure they are completed in a timely fashion and within budget. Planned and designate project resources, prepare budgets, monitor progress, and keep stakeholders informed the entire way.

LANGUAGES

English - Fluent
Spanish - Native

REFERENCES

Katherine Campbell

-Incomex Regional Marketing
Manager
+506 6046-2672

Weiner Chacon

- CEO Cables Rocha S.A
+506 8739-5671

INDURAMA COSTA RICA

Creative Project Manager

- Supervised the brand at country level, overseeing projects from the very start combining BTL and ATL activities.
- Logistics advertising in different media and negotiating with retailers to better boost the brand and achieving position against brand with more years in the market. As CPM I played a pivotal role in keeping projects moving internally and managing the client's expectations. I would engage with the client to gather information and understand the overall direction of the campaign and creative request.

INTERNATIONAL LANGUAGE CENTER

Marketing and Media Communications Manager

- Managed the workflow for the institute advertising, where all 4 student centers were supervised.
- Each center with a specific target market and student population.
- Supervised a team of 3 designers and 2 social media managers.
- Promoting our products and services during events. Coordinating the design of promotional material and distributing in online and offline channels. Advertising our company and products/services on various media.

CABLES ROCHA S.A

Marketing and Sales Coordinator

- Overseeing the sales and marketing department (conformed by 10 designers).
- Looking for sales opportunities and ways to enhance the company. Implemented marketing and advertising campaigns by assembling and analyzing sales forecasts; as well, preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; and updating calendars.

METRO WIRELESS COSTA RICA

Manager and Corporate Client Support

- In charge of corporate client by making sure they had a stable internet connection and that the service expectations were fulfilled.
- Managed major projects, involving logistics and planning of the IT infrastructure of TED X Costa Rica.
- Managed all jobs for the Juan Santamaria International airport alongside with Aeris to go over all the telecommunications task on Aeris office including Jet Blue and Copa Airlines.