

Yuleth Aceves De Leon

Ciudad Victoria, Tamaulipas. México | +52(834)247-6019

Yulethaceves@gmail.com | [LinkedIn](#)

EXPERIENCE

Ecommerce Business Owner

2018 - Present

CasaMia Trading Company | Mexico

- Designed and launched [website](#) to sell products and build brand awareness, increasing reach by 209%.
- Create and manage the product catalog across e-commerce marketplaces such as Amazon and Mercado Libre increasing sales by 162%.
- Manage and execute the international purchase order process starting from searching for suppliers, negotiations, closing the deal, logistic process, payments, communication and import of goods to Mexico.
- Successfully built and maintained customer satisfaction to guarantee continued business growth

Freelance Abuse Moderator

2020 – March 2023

Bumble Inc. | Remote

- Investigate 1000 (avg.) abuse reports per day and take appropriate actions.
- Troubleshoot user issues and escalate issues/feedback to manager appropriately.
- Proactively ensure users are complying with platforms' guidelines to keep a safe community.

eCommerce Analyst

Mar 2018 – Apr 2019

Heineken | Monterrey, Mexico

- Assisted indirect B2C eCommerce. Key account manager of Brick and Mortars (Supermarkets, Convenience Stores) and Pure Players
- Assisted brands and commercial teams with executing 40+ online merchandising campaigns, including product rollouts and promotions.
- Analyzed website metrics to identify sales trends, create customer forecasts, and detect opportunities to increase the site's conversation rate.
- Negotiated with suppliers to procure advertising space and to obtain the best value for the company investment
- Campaign performance monitoring. Tracked user orders and ensure stock in stores to ensure order fulfillment.

Vacation Planner

May 2016 - Jan 2017

Walt Disney World Resort | Orlando, USA

- Sold Park entrances; 3 times Gold Seller recognition.
- Welcomed and interacted with domestic and international guests.
- Assisted guests with ticket purchases, solved doubts, complaints, request and provided information about the parks and services.
- Balanced the cash register, recorded purchases, and processed returns
- Memorized 150+ different sales configurations

Additional Activities

Recreational Staff Volunteer

May 2021 – June 2021

Che Hostels | Playa del Carmen, Mexico

- Welcomed guest. Ensure attentiveness and guest satisfaction to create a memorable stay
- Provided activities to guests. Responsible for planning, promoting and executive guest activity programs for the hostel (i.e., pool games, Karaoke and movie night, outbound trips to local attractions, BBQ, etc.)

EDUCATION

University of Texas at Rio Grande Valley

Bachelor of Business Administration in International Business and Marketing

- GPA: 3.5/4.0 | **Honors:** Cum Laude

SKILLS

MS Suite, Basic HTML/CSS, negotiation, CRM, verbal communication, B2B and B2C sales, e-commerce, adaptability, problem-solving, fast learner, results-oriented

Languages: Spanish – Native language, English – Second Language (Fluent)