**Laila Velly Miguel**

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# Profile: Motivated, multilingual undergraduate student at McGill with strategy and marketing knowledge, seeking experience in the dynamic International Business environment.

# Academics

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| 2009-2012 | **Bachelor of Arts (Double Major Economics and International Development Studies)**  CGPA: 3.6/4.0, Graduated with Distinction  McGill University |

# Technical Skills

* Microsoft Office (Word, Excel, PowerPoint and Outlook)
* Social media
* Analytical & Research skill (Askia/Explorer, Nielsen Answers)

# Work Experience

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| Oct. 2018 - Present | Imperial Tobacco Canada, Montreal, Canada  **Brand Manager – Vype ePEN 3**   * Influence the global product pipeline development to deliver to Canadian consumer needs in a new category * Manage two product pipelines of over 65 SKUs, defining a Strategic Assortment by channel and providing recommendation for greater efficiencies in delivering to consumer needs * Defined a campaign plan for the Vype brand, integrating new product introductions, consumer moments and performance targets * Led the definition of the brand blueprint to seamlessly guide campaign building and activations * Led the development, and launched limited time offers to drive brand equity * Managed budget of $X mln, with monthly review and accounting |
| Oct. 2017 – Oct. 2018 | Imperial Tobacco Canada, Montreal, Canada  **Next Generate Product Insights Manager**   * Led & chaired the full integration and understanding of Next Generation Product category into the business, defining processes and forums for recommendation to improve performance, adjust market execution, address consumer trends and respond to competition. * Led the integration of Competitive Intelligence into Insights process for agility in market response * Built relationships across markets, sharing learnings and influencing global agenda * Set up research and performance management plans for Vaping Category, defining new approaches, including CRM & database integration, and leading the use of new tools, such as Social Media Listening * Mentored and coached a high-potential direct report |
| Mar. 2016 – Oct. 2017 | Imperial Tobacco Canada, Montreal, Canada  **Insights & Performance Manager**   * Chaired and lead monthly Business Performance Review (as part of the S&OP cycle) in order to make recommendations to improve performance, adjust market execution, address consumer trends, and respond to competition. * Set the standard for Strategic Brand Review, receiving an award … (nominated by brand team). * Drove integration of illicit trade performance with short term (bi-weekly) monitoring and long term understanding and developed new tools with FSA-specific tracking from multiple data sources * Oversaw primary research (ex: qualitative & quantitative) and managed suppliers end to end. * Mentored and coached teams across functions on understanding and integrating insights into decision making. |
| Mar. 2013 – Mar. 2016 | Imperial Tobacco Canada, Montreal, Canada  **Management Trainee – Rotation Program**   * Trade Marketing Representative * Trade Executive * Insights & Performance Analyst * Brand Executive * 9 months Global Assignment in London, UK in the Strategy, Planning & Insights team |
| Sept. – Dec. 2012 | Imperial Tobacco Canada, Montreal, Canada  **Junior Pricing Coordinator**   * Gather, manipulate market data to evaluate ITCAN’s pricing decisions; * Analyze competitor pricing decisions and better understand interactions between brands; * Perform regression analyses on sales data to investigate factors contributing to sales. |
| May – Aug. 2012 | Imperial Tobacco Canada, Montreal, Canada  **Junior Competitive Intelligence Coordinator**   * Monitored changes in competitors’ Brand & Trade execution; * Undertook qualitative and quantitative analyses for the Competitive Intelligence and Pricing teams; * Oversaw the Competitive Intelligence department during the analyst’s leave of absence, reporting directly to Competitor Insights Manager. |

# Languages

* Portuguese (mother tongue), English (fluent), French (fluent), Italian (conversational) and Spanish (conversational)

# Extra-curricular Activities

* Rebound Fit & Yoga
* Volunteer work in Rio de Janeiro (2009)
* Country Delegate for Model UN (SSUNS, McMUN) (2009)
* Graduation Committee President (2007)

# Interests

Travelling, fashion, dance, photography, history and languages.