**Alexandra Fenelon**

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**Sales and Marketing Professional**

Accomplished sales and marketing professional with extensive experience in strategic planning and relationship management. Effectively uses data analysis, channel & industry trends, knowledge of the client’s business model, and competitive intelligence to provide consultative solutions to enhance corporate account growth strategy and recommend business improvements. Experienced in discovering profit gaps and creative opportunities to drive synergy and efficiencies.

**AREAS OF EXPERTISE**

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| --- | --- | --- | --- |
| * Digital Sales & Marketing * Business Development * Key Account Management |  | * Channel Management * Category & Brand Management * Sales Negotiations | * Budget Management * Strategic Sales Planning * Problem Solving |

**PROFESSIONAL WORK EXPERIENCE**

**Nestlé, USA, Roslyn, VA                     2010 – 2018**

**Shopper Strategist- Beverage Division (2017 – 2018)**

**Developed retailer specific omni-channel marketing campaigns go to market strategy and objectives for the Beverage Division (3 Brands, & 7 Strategic Retailers).**

* Developed objectives and strategies for commercial spend program for the Beverage Division.
* Analyzed market trends, account relationships, marketing tactics, prior year budgets and sales to develop budget ($15M) allocation to support aligned strategies and objectives.
* Redeveloped Shopper competencies evaluation to ensure Brand Marketers & Category Sales Managers were proficient in understanding shopper marketing strategy and engagement.
* Gained alignment of strategy and objectives during commercial action planning sessions.  Lead a team of Shopper Experts to design and activate shopper activities in store and online.
* Managed Shopper Agency interaction and workload with key cross functional teams while reducing the Agency budget by 10%.

**Digital Marketing & Sales Consultant, Vevey, Switzerland (2016 – 2017)**

**A competitive Digital Marketing & Sales training course with project work as a digital consultant for Nestlé’s Strategic Business Units (Nestlé Infant Nutrition, Nestlé Health Sciences, & eBusiness team support) at Nestlé’s Global Head Quarters.**

* Reverse mentored two C-Suite executives on digital trends and advancements within the CPG Field and gave +80 tours to investors and key internal visitors on how Nestlé was expanding its digital footprint across its business globally.
* Developed global search strategy guides and planned/coordinated the yearly internal search summit.
* Collaborated with Nestlé Health Science to develop a content strategy, site map and competitive analysis, to enable broader engagement of the 95% Doctors in Brazil, that is not reached by the sales force.

**eCommerce Channel Key Account Manager, Boston, MA (2013 – 2016)**

**Promoted to accelerate the Nestle USA Portfolio category growth & Market Share with strategic eCommerce retailers (Peapod, FreshDirect, Shoprite From Home) to develop and to foster a strategic relationship with Nestle in the USA with assigned Accounts to drive economies of scale**

* Leveraged relationships with other “Nestlé in the Market” (NiM) teams to build economies of scale and deliver shared value for Nestlé at Peapod (NiM Lead).  Positioned Nestlé USA as a market leader in the eCommerce space at Peapod & Fresh Direct.
* Utilized Nestlé’s category knowledge to become a strategic consultant to drive mutually beneficial growth, YOY growth of 10%.
* Developed and executed a full year digital content strategy which resulted in consumers expanding purchases across the entire Nestle USA portfolio
* Educated cross-functional teams about the eRetailer(s) and their capabilities to effectively recommend business opportunities and develop a marketing & promotional plan.

**Dreyer’s Ice Cream, Boston, MA                                                                                                              2010 - 2013**

**Key Account Manager (2013)**

**Promoted to accelerate category growth & market share with mid-tier regional grocery accounts (Big Y, Tops, & Roche Brothers), while fostering/ developing a relationship with assigned accounts.**

* Achieved annual sales, trade and market share growth goals through effective selling, negotiation and driving excellence in execution.
* Developed and executed annual go to market strategy with customer(s) in alignment with division Category Action Plan & Category Roadmaps for the Ice Cream and Pizza Division to drive sustainable profitable growth.
* Developed and maintained customer relationships and collaboration to implement the annual plan, drive execution of the plan, gain distribution of the brands new and existing items, activate the category roadmaps, shopper marketing, track progress and conduct periodic reviews to make necessary adjustments.

**Account Development Manager (2011 –2013)**

**Promoted to drive category growth & market share with northeast regional independent grocery (8) & wholesale accounts (5), while fostering/ developing a relationship with distributor partners and assigned accounts.**

* Tasked for achieving annual sales, market share and commercial spend targets.
* Developed and executed the customer business strategy for 4-6 accounts which is in line with the organizations business strategies/priorities and financial guardrails.
* Sold in new and existing product lines

**Account Manager (2010– 2011)**

**Stimulated category growth & market share with independent (6) & wholesale Accounts (3), while fostering/ developing a relationship with distributor partners and assigned accounts.**

* Developed/customized category (Ice Cream) plan-based selling stories regarding assortment, new items, pricing, promotions, display/merchandising tactics and plans at regional independent account.
* Effectively managed commercial spends to achieve sales volume, market share growth and trade spend targets for 6 brands across multiple accounts.
* Strategically sold in an Ice Cream marketing promotion, “Fill Your Freezer,” to all my regional customers where they placed marketing materials in their stores, in their flyers, and they executed the promotion at the negotiated retail during a key drive period, Memorial Day weekend. Which resulted increased sales by 120% vs year prior.

**OTHER POSITIONS HELD 2009 - 2005**

Dean Foods/ Garelick Farms

* Customer Replenishment Operations Analyst
* Customer Category Analyst

Advantage Sales and Marketing

* Space Management Specialist – Contracted to Quaker, Tropicana, Gatorade (QTG) at Stop & Shop (Ahold USA) in Quincy, MA
* Retail Sales Merchandiser Greater Boston – Contracted to QTG in Boston, MA

**EDUCATION**

* Bachelors, Business Administration – Marketing, Roanoke College