



# ANA MARTORELL

e: [anamartorell@utexas.edu](mailto:anamartorell@utexas.edu)

m: +34 652 414 491

Carrer Berga 13, 1-2

Barcelona 08012

**Executive Summary:** Results-oriented professional with a proven track record of success in vendor management, import logistics, sales, and digital marketing. Expertise in building and maintaining strategic relationships with top vendors and clients with a project management approach. Skilled in generating cost savings and exceeding metrics, focused on the e-commerce industry.

## Amazon

May 2018 – Aug 2022

Advertising Senior Creative Campaign Manager; Mexico - Dec 2021

*Amazon Advertising – FMCG, Beauty, Toys and Non-endemic. Worked for the Amazon Advertising Creative team in Mexico reporting to the Head of Creative Strategy for Amazon Ads in MX.*

- Managed high-complexity display campaigns in Amazon Ads and Twitch for 25+ clients including Beiersdorf, P&G and Uber
- Provided clients with creative strategy for their yearly budget by analyzing industry KPIs and offering ad recommendations.
- Owned campaign launch timelines, identified areas of potential delays and optimizations while pitching for custom digital products depending on client's budget and needs.
- Launched and trained a remote team of 10+ Associates in Costa Rica to improve quarterly Ad policy compliance (+18.9% quarterly increase) in Mexico, USA and Brazil Amazon country stores.
- Collaborated with Ad Sales, Retail, Instock, Gift Card teams driving cross-functional success to meet KPIs and campaign goals
- Launched a global SOP to escalate operations processes with Ad Operations teams (trafficking, design) and Sales teams to reduce launch time by 35% per campaign.

Vendor Manager International Expansion; Mexico/Seattle - Jun 2020

*Retail International Expansions – Global Retail Import Team – PC, Camera. Hired as the first Global Vendor Manager/Project Manager for the launch of Direct Imports to Emerging Countries reporting directly to Seattle HQ. Promoted in 2020.*

- Generated \$40.7MM USD in Direct Import PO Value from China (944% YoY) for PC and Camera categories, onboarding top vendors in MX, CA, AU and AE generating \$1.8MM USD in Cost Savings.
- Launched drone manufacturer DJI in MX, CA, AU with \$10.4MM USD in PO Value after year-long negotiations with multiple C-level teams in Supply Chain, Logistics, Finance and Sales across China, Mexico and the US.
- Acted as Project Manager for the first High Complexity Direct Import bulk purchase in Australia, a key step for DI enablement in Amazon Australia and Direct Imports of Amazon globally
- Launched Direct Import for PC manufacturers (Gigabyte, Zotac and MSI) in MX during the pandemic global chip shortage with \$171K in cost savings. Enabled Import Compliance working with Trade and Import compliance teams.
- Maintained healthy vendor pipeline in Salesforce, pitching Direct Import as a cost-reductive alternative to local distribution models, coordinating with Amazon's Supply Chain organization.
- Owned Trade-off tool development, calculated margin profits based on Incoterm (DDP, FOB) time/cost, and product costs.
- Launched the Direct Import Perfect Launch tracker (Item Quality, Vendor Trainings, PO Tracking) in four countries

Brand Manager/Vendor Manager; Mexico - May 2018

Retail Mexico - Category Management – Watches and Luggage

- Responsible for the Watches category P&L during FY19 maintaining relationships with over 25 Vendors achieving Topline goals with end-to-end ownership of demand planning, inventory, commercial terms negotiation, and marketing.
- Managed a high number of SKUs and high seasonality categories developing category's plan analyzing historic inputs, performance and outputs to ensure long-term growth planning all buys 6 to 9 months in advance
- Acted as Retail Fashion PM for the entire duration of Q4 2019 responsible for all the categories' promotion allocation
- Secured 47% of the Market Share for Smartwatches in Amazon Mexico through strategic relationship with Fossil Group
- Managed to secure a return of \$250K USD (40% of the Luggage GL's unhealthy stock) products from Samsonite
- Negotiated annual terms with over 15 Vendors securing more than \$2.5M MXN in improvements to the category's costs and commercial conditions, forecasting demand, and executing marketing and merchandising initiatives

## Michael Page International

Nov 2016 – Apr 2018

Information Technology Division Consultant; Mexico City – Nov 2016

- Conduct more than 20 interviews per week to fulfill existing opportunities and to maintain a pipeline of potential talent
- Recruited for all levels of positions within an IT organization including: CIO's, CTO's, Enterprise Architects and PMs
- Responsible for the detection of new business and management of key accounts in the IT industry achieving quarterly quota
- Mapped IT industry key talent for continuous business development: Software Architects, Enterprise Architects and Big Data

## Dell

May 2015 – Oct 2016

SOAR Marketing Rotation Program; Austin, TX, US - Dec 2015

*Accepted on the SOAR Marketing Rotation program (Sales, Merchandising, E-Commerce) being top 10% of sales floor (130 reps)*

- Managed a mailbox generating 1.1K quarterly leads, 2.1K/\$1.1M USD annually with 124% team attainment for FY17Q1 and Q2.
- Appointed as coach for a team of outbound representatives to generate over 3.6K marketing placements for Dell initiatives.
- Responsible for the Member Purchase program

Inside Sales Account Manager; Austin, TX, US - May 2015

- Responsible for \$7M USD annual quota and 20+ outbound calls per day on the Small and Medium Business segment.
- Maintained a 104% YTD attainment for FY16, as well as top 10% site wide in Financial services revenue and close rate.
- Partnered with Technical Specialists, Software, Peripherals and Service experts to qualify leads and maintain account pipeline.

## The University of Texas at Austin

Sep 2013 – May 2015

Business Development Associate - Office of the VP of Student Affairs Austin, TX, US – Apr 2014

- Conducted and innovated in research for donor development strategy to secure more than \$3M USD in gifts for the division.
- Coded and updated over 10k records of alumni and potential prospect donors to the DMS of the University of Texas System.
- Cold-called and scheduled meetings with prospect donors including design of confidential donor briefing materials for meetings.

Business Development Assistant; Center for Students in Recovery – Sep 2013

- Created the Manual of Operations of the CSR Development Office to outline the Giving process from research to stewardship.
- Researched potential prospects and helped secure more than \$1M in gifts and endowments for donations to CSR.
- Organized annual events for more than 500 invitees, including venue management, caterers, follow-up and donor cultivation.

Research Assistant; Women's and Gender Studies Lab – Sep. 2013

- Entered significant data to SPSS for different research projects and ran statistical tests for further data analysis.
- Provided written feedback for graduate students on scientific papers and explained lab procedures to experiment participants.
- Analyzed metadata, including defining variables and summarizing results to facilitate researcher analysis.

## Academic Experience:

The University of Texas at Austin - B.A. Organizational Psychology, Austin, TX

Jan 2011 - May 2015

McCombs's School of Business – Minor in Business Administration

University Honors (2014) - GPA: 3.48

Harvard Extension School - Coursework in Anthropology, Cambridge, MA

Jan 2010 – May 2010

## Skills and Certificates:

Computer Skills: HTML5, SQL (Intermediate), Microsoft Office (Advanced), Salesforce.com, Asana,

Languages: Spanish (Native), English (Bilingual), French (Conversational)

[Linked In Profile](#)

