

# Carolina Comas

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## Sales Manager

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### Premium Division *Ongoing* Grupo Palmer

Marketing Plan and customer journey for Real Estate  
Listing and sales in Premium Division

### Flagship Boutique Director *2018-2020* Cottet Madrid

Boutique based in Serrano  
Luxury development in the field  
Ensure achievement of sales turnover, UPT, KPI's  
and P&L  
Budgets and forecast for sales, margin,  
staff professionalization  
Develop and implement VM plans, oversee  
implementation of  
specific operational and strategic plans for  
individual stores.

### Boutique Manager *2016 – 2018* Cottet Palma de Mallorca

Management technical team  
Team building  
Optic business to change into Retail.  
Mission & vision focused in retail  
Marketing actions & strategy  
VM  
Budget & forecast  
KPI's

**Team trainer** *2014-15*  
Montblanc  
Luxury immersion development.  
Team sales and customer service  
experience. Support and motivation.  
Team building

### Education

Communication Degree  
UNIR

Middle management  
Balearic Tourism School.

Languages  
Spanish English Catalan

### Other

2020 – Marketing Management  
2015 – Sales management and  
marketing. IMF

2014 --Expert course in e-  
commerce & e-  
marketing.

UOC

2013 - Journey to Leadership.  
Montblanc Academy.

2012 - Management skills.  
Euroformac

2012 - Communicative Skills in  
Business I and II. ESBL

2011 - CRM / Clienteling. Virada  
BCN

2009 - Specialization of sales  
in the world of luxury.

Montblanc BCN 2008 -  
Dynamic sales teams,  
coaching and leadership.  
MRC Int.

**Flagship Director** *2011- 2014*  
Montblanc Barcelona

Management team +10people.  
Events and marketing actions  
P&L, UPT, KPI's  
Team coaching from other boutiques.  
Budget goals reached

**City Manager** *1994-2011*  
Montblanc Palma de Mallorca

Ensuring efficient operation  
Negotiation and collaboration with ECI  
Customer service initiatives  
Monitor and control inventory at each location  
Collect data and analyze reports  
Decision-making  
Review historical operations data and reports  
Identify areas for improvement  
Collaboration with sales and marketing departments  
Analyze weekly reporting ensuring KPI's  
POS Optimization  
Organization of actions focused on objectives.  
Implementation of business policy.

**HARD SKILLS**

Monitoring  
Negotiation  
Planning  
Marketing  
Sales

**SOFT SKILLS**

Positive attitude  
Problem solving  
Team player  
Leadership  
Time management  
Resilient  
Assertive  
Communication

**References**

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Available on request

**Hobbies**

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Sports  
Music Tv  
series  
Photography