

# Resume

## Personal details

Aldo Silva  
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Mobile: (+52) 556099-1504  
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Date of birth: 14<sup>th</sup> September 1988  
Birthplace: Mexico City

## Professional experience

January 2012 – present: **Schaeffler Automotive Aftermarket Mexico S.A. de C.V.  
Mexico DF, Mexico, Business Development Specialist**

July 2011 – December 2012 **Schaeffler Automotive Aftermarket GmbH & Co. KG  
Langen, Germany, Marketing Specialist**

### Responsibilities:

- Creation, budget control and internal communication of the promotional literature
- Creation, execution and evaluation of a GAP Analysis and inter-company marketing researches
- Assistance with Marketing Analyses and with the department's process optimization
- Preparation of a Marketing Resource Management Tool
- Organization of customer events
- Support to the worldwide inter-company Marketing departments
- Assistance with the sponsoring engagements

May 2010 – June 2011: **LuK Aftermarket Service S.A. de C.V., Mexico City, Mexico  
Communication / Public Relations**

### Responsibilities:

- Planning, coordination and steering of the sponsoring engagements
- Development and implementation of Online Marketing strategies
- Execution and analysis of new product and benchmarking researches
- Writing of press releases
- Organization of customer events and trade fairs
- Preparation and launching of the company's website
- Monitoring of the Corporate Design and Corporate Identity

February 2009 – April 2010:

**LuK Aftermarket Service S.A. de C.V., Mexico City, Mexico  
Marketing Trainee**

Responsibilities:

- Execution of Marketing researches and Marketing analyses
- Assistance with the sponsoring engagements and the Corporate Communication

**Education**

August 2006 – May 2010:

Universidad La Salle, Mexico City, Mexico  
Bachelor's Degree in Business Administration with focus on Marketing

August – December 2008:

University of Regina, Regina, Canada  
Exchange student

**Language skills**

- Spanish: Native speaker
- English: Proficient user TOEFL iBT (103 points) – CAE (C1)
- German: Proficient user (C1)

**IT skills**

- Microsoft Office: Proficient user of Excel, Word, PowerPoint and Outlook  
Independent user of Visio and Access
- Cloud-Computing: Competent user of Google Drive
- SAP: Basic user
- FirstSpirit: Independent user

**Additional trainings**

- March 2012: 5'S Workshop, Langen, Germany
- November 2010: Work scheduling, Mexico City, Mexico
- August 2009: Interpersonal competences, Mexico City, Mexico
- June 2005: Language course at the Simon Fraiser University, Vancouver, Canada

**Others**

May 2012 – present:

She Smiles Project, Germany, Member

- Development and implementation of Social Media strategies

August 2009 – May 2010:

CADES, Mexico City, Mexico, Teacher

- Tuition of English and Microsoft Office

January 07 – February 2009:

AIESEC, Mexico City, Mexico, Member

- Organization of "Global Villages" and anniversary events
- Coordination of the Alumni

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## Interests and Organizations

- Member                      Deutsch-Mexikanischer Verein Frankfurt  
                                     Red de Talentos Mexicanos en el Exterior, Capítulo Alemania e.V.
- Travelling
- Sports