**Edgar Noe Berrelleza Palma**

**Date of Birth:** October 6 1984

**Place of birth:** Tijuana, B. C., Mexico

**Address**: Escorpión # 2925 Fracc. Santa Cecilia, Tijuana B. C. 22486

# **Phone**: (664) 681-4285

**Mobile Phone**: (664) 368-9063

**Skills**

* Attention to detail in all operational process and documentation.
* Capacity to multitask between several activities.
* Highly driven employee with ability to work as part of a team while increasing productivity whithin a fast-paced environment.
* High capability to analyze and negotiate the best products and conditions for the company.
* Capacity to identify implementation of new and beter operations on the company, inviting other to participate.

**Professional Experience**

*Buyer Imported Products – Tabacco - Novelties*

October 10 - Current

Responsible of the Nation Wide imported Products Division of EXTRASER S.A. DE C.V. “Extra” convenient store chain.

* Establish and develop procedures for the Imported Products Division
* Responsible for negotiations regarding cost, products, credits and product promotions with suppliers and distribution companies
* Elaborate weeklyanalysis and report key performance indicators (KPI’s), Sales Participation on each category, inventory and vendor supply percentage.
* Develop and implementation of new product and managing process regarding marketing such as Art Displays and the layout in the store.
* Responsible for adding new imported product lines to the store chain analyzing the needs of each different Territory.
* Set up supplier profiles.
* Evaluate Mexican Broker Service providers in order to facilitate supply chain flow
* Register EXTRASER S.A. DE C.V. as an authorized importer in order to obtain cost savings.
* Set up forms for new items on the system, with the correct information, pack, pack size, product size.
* Analyze cost and sales price change based on the market.
* Follow up promotions to review the reaction based on time and impulse.
* Planning with vendors each month and reactions to where the market is going.
* Meeting with District supervisors the act on the clients requests

**Nascent Foodservice Inc. DBA Nery’s USA**

August 2007 – October 2010

*Logistics Coordinator*

I worked in the purchase and logistics department. This company is engaged in distribution and marketing of foodstuffs and beverages fore almost 3 years.   
  
Within the purchase department I work as a liaison with

Foreign suppliers, creating a relationship of trust and confidence towards the company

As for logistic aspect, I am coordinating inputs and imports of goods which will be distributed to our different stores in Mexico.

**Waldo’s Mart de Mexico S.A. de C.V.**

September 2005 – August 2007

*Asistan Buyer*

Worked in the buyer department for the regional chain markets commercially known as "Waldo's Mart." as an intern; where I have developed work ethics and training within the systems and logistic of purchase orders, negotiation, buyer planning and analysis for wholesale acquisitions regarding new products, hence creating a solid ground for a cost worthy analysis for each product; in addition, I also gained growth in the area for negotiations among foreign countries and decision making through analysis and market value studies.

**Other Aptitudes**

* **HARDWARE:**
  + - COMPUTER
    - UPC SCANNER
* **SOFTWARE:**
  + - INTERNET
    - WINDOW'S
    - OFFICE
    - QUICKBOOKS PRO
    - ORACLE
    - SAP

**Foreign Languages:**

**English – 95%**

I have taken English classes since elementary school. Later on, various courses within High School and college, as well as constant contact with foreigners due to labor activities, which have been very helpful in terms of pronunciation and fluency in the use of language.

**EDUCATION:**

2005 – 2009 International Business Bachelor Degree (Licenciado en Negocios Internacionales)

Universidad Autónoma de Baja California

2000 – 2003 High School

Preparatoria de la Frontera

For any questions that may arise regarding the above please fell free to reach any of the above at your convenience.

Respectfully yours,

Edgar Noé Berrelleza Palma.