

Erika de la Rosa

Expert Account & Project Manager

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BUSINESS EXPERIENCE

- **Trivago, Germany - Senior Project Manager** 09/2017 - 06/2019

Created project plans encompassing all phases of delivery, from requirements through completion. This includes Alternative Accommodation or content topics, as well as larger projects and implementations for business tools such as Salesforce (CRM) and DocuSign. Delivering on time within budget and scope, producing a positive and tangible impact into the Sales & Marketing team by reducing time loss and increasing value.

- **Monetizer, Germany - Senior Account Development Manager** 02/2017 - 06/2017

Managed new and current client's affiliate marketing products and business opportunities to generate more traffic (91M daily clicks) and increase profit by excelling in planning, forecasting, setting objectives and determining courses of action.

- **Peakwork, Germany - Project Manager** 05/2016 - 09/2016

Planned and successfully executed a technical project plan for each key clients (average 1M), building up revenue performance by implementing our technology. Managed, prioritized, and changed project schedules to align revenue with sales goals.

- **Tripadvisor, UK** 08/2012 - 01/2016

Senior Account Manager, 05/13 - 01/16

Proactively pursued the development and execution of strategic account plans to preserve existing business from previous years sales by maximizing the accounts and introduce new products (1.5M annual revenue). Actively updated account plans based on changing markets, customer requirements and competitors activity.

Account Coordinator, 08/12 - 05/13

Maintained the highest level of customer service, coordinate with account managers to solidify customer relations, with the major accounts. Duties included handling client questions, training customers and resolve complaints and urgencies.

- **ASAP Worldwide, México - International Media Sales** 10/2011 - 06/2012

Qualified and arranged interviews with senior government officials and leading business people, present our product and negotiate advertising rates and marketing strategy on the report. Effectively monitored and motivate team members participation to ensure we consistently exceed performance expectations.

- **Winne, Angola - International Consultant** 01/2011 - 08/2011

Conducted local research dealing tactfully with both lower and higher authority, producing special advertisement business reports, by engaging the key players in the country. Into detail understanding of emerging economies and comply payment terms.

- **CEP Solar, China - Account Manager** 10/2009 - 07/2010

Prioritized the Market research for the Italian and Spanish photovoltaic trade, setting up a supply chain that ensured the European quality control, factory audit, purchase and consignment.

LANGUAGES

Native Spanish, Fluent English, Fluent Italian, Conversational French, Beginner German.

EDUCATION

Universidad Complutense de Madrid, Spain — Bachelor's degree in Political Science and Public Administration 09/03-09/06

Università degli studi di Padova, Italy — Minor degree in European Studies 09/06-09/08

AWARDS

3 Peer Bonus - trivago - 04/18, 01/18, 11/18 - trivago NV.

Star Performer 2014 in T4B Sales- 01/2015 - Tripadvisor for Business

Best Coworker Award - 02/2014 - Tripadvisor for Business