

## Contactar

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## Aptitudes principales

Team Leadership

Business Analysis

Architectural Design

## Languages

Español (Native or Bilingual)

Ingles (Full Professional)

## Certifications

Certificate of Proficiency in English

## Honors-Awards

LedInside BIC 2012 | Regional

# Carolina Maia Chirieleison

Application Sales Specialist End User Lighting Design at Signify  
Buenos Aires

## Extracto

I'm a strongly oriented to results, performance and teamwork person. Also proactive, enthusiastic and responsible. Always flexible towards change and open to new challenges.

Efficiency focused on customer satisfaction with good communication and organized.

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## Experiencia

### Signify

Application Sales Specialist End User Lighting Design  
mayo de 2020 - Present (1 año 8 meses)

Argentina

### Siemens

Vertical Direct Sales Professional - Smart Infrastructure  
diciembre de 2019 - mayo de 2020 (6 meses)

Argentina

### Philips Lighting

6 años

#### Sales Application Specialist

febrero de 2017 - diciembre de 2019 (2 años 11 meses)

Argentina

- Demand Generation and engagement of real state developers, architectural firms and Lighting Designers
- Consultive sales of services and solutions (luminaires, control and IoT)
- Marketing actions for target segment

#### Top Projects:

- Coca Cola Headquartes Building | Saavedra
- Banco Santander Rio Headquarters Building | Lezama
- Centro Empresarial Libertador RAGHSA

Key Account Manager, Office, Industry, Oil & Gas Segment Leader

febrero de 2015 - enero de 2017 (2 años)

Argentina

- Specification, marketing, design & professional lighting selling solutions.
- Technical develop and consultative selling integrated solutions
- Demand generation, customer development and market analysis.
- Relationship with architectural firms, real state developers & end-users.
- Tracking accounts and opportunities with Salesforce (CRM)
- Pipeline analysis and monitoring

#### Quotation Analyst

enero de 2014 - enero de 2015 (1 año 1 mes)

- Analysis of bidding terms and conditions (public and private)
- Portfolio strategy
- Pricing activities – integral margin, cost reduction
- Key accounts Constructors: TECHINT – PANEDILE – GRUPO IECSA – CREAURBAN - BAUTEC - CRIBA

#### SALES

- Market intelligence and Demand generation for petrol station segment.
- Account Management for: YPF – GAS NATURAL FENOSA

#### Philips

##### Sales Quotation assistant

junio de 2012 - diciembre de 2013 (1 año 7 meses)

Argentina

- Quotations for lighting architectural projects (Products and TurnKey Projects)
- Tender analysis
- Product equivalences
- Product costs optimization (product structure selection)
- Pricing activities – integral margin

#### Philips Lighting

##### Pasantia - Lighting Designer

septiembre de 2011 - mayo de 2012 (9 meses)

Saavedra

- Indoor lighting design projects
- Outdoor light design projects (facades, city beautification and roads)
- Calculations in DIALux software and Calculux.

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## Educación

## UADE

Postgraduate Degree in Marketing · (2018 - 2018)

## Universidad de Palermo

Postgraduate Degree, Interior Design · (2014 - 2014)

## Universidad del Salvador

Bachelor of Architecture (BArch), Arte y Arquitectura · (2006 - 2012)

## San Gabriel de la Dolorosa

High School, Bachillerato en Ciencias Naturales · (2000 - 2005)