

LAURA LOPERA

WINE BUSINESSES



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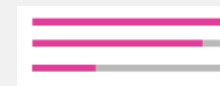
www.linkedin.com/pub/laura-l/4b/bb1/331

Languages

Spanish

English

French

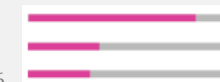


Computer Skills

MS Office

Photoshop

Adobe Creative Suit 6



Licenses:
Full Driver
& Rider

DEGREE

COURSES

EXPERIENCE

University: Business Administration
Degree
EAFIT University www.eafit.edu.co

Agricultural Business Management
Diploma
EAFIT University www.eafit.edu.co

Sommelier (Wine Tasting Expert)
Diploma
Argentinean Wine School

Trade marketing Manager
Francois Lurton
French Winery

Events, Promotion Activities, Merchandising
and Brand Ambassador work for different
brands and companies.

International Business and Trade
Certificate
Sydney Institute TAFE

Brand Ambassador Liquors
Period Richard Brands
International Sydney Airport

Trade Marketing – Wine and Food
Fairfax Media
Multi-platform Media Company

Events and Wine Specialist
Merivale (Ivy Venues) work with
Franck Moreau Master Sommelier

Events Manager and Marketing
Executive - Current
Handpicked Wines

KEY SKILLS

- Business Management
- Sales planner and developer of wine marketing focus on retail sales with prior experience in Airports (Buenos Aires Airport and Sydney Airport)
- Wine Trade Marketing Campaign Specialist with 3 years of experience.
- Understanding of SEM to incorporate SEO in both paid and organic search using ad words, Bing ads, social media etc.
- Experience training personal different brands and products FMCG
- Wine tasting events (shops, restaurants, duty frees and others)

- Direct Marketing and consumer experience exposure in international promotions, events, and product exhibitions
- Visual strategies and merchandising for FMCG.
- Extensive PR experience (please see images and videos in Linked in).
- Managing and updating information in Sales Force software, a Client database with more than 3000 entries in Fairfax Media
- Digital Marketing, web management and social media.
- Own transport.



Please visit my Linked in page to see some of the projects that I've been involved with. or check the information below

LAURA LOPERA

WINE BUSINESSES

My passion lies in trade marketing and brand management. I plan to pursue a career in these fields within the wine industry. I have a degree in business and extensive sales and management experience. I have always been a high achiever in my academic career and a very creative person who loves to contribute back to my team and the work place.

Handpicked Wines Events Manager and Marketing executive

Sep 2016 – **Current**

MAIN DUTIES

- Working closely with the Marketing Manager to elaborate and execute campaigns and events.
- Planning and executing events aligned to the sales strategy.
- Establishing closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
- Assisting in the creation of materials and merchandising to support sales: brochures, web content, branded items.
- Managing, employing and training of the cellar door team and airports.

RECENT UPDATES IN EDUCATION

-Renewable Energy Engineering (completed 2 years)
UNSW

**-Web design: Essentials with Dreamweaver,
Flash and Fireworks, Completed**
The University Of Sydney

- Social Media Marketing.
The University Of Sydney

Event coordinator and sommelier. Merivale Venues. Franck Moreau Wine/Sommelier team.

Vintage Cellars – Double Bay Wine Specialist, Senior Sales, Tastings and Events

May 2014 – **February 2016**

Vintage Cellars store at Double Bay has one of the most diverse and complete selections of local and international wines in the city.

MAIN DUTIES

- Managing the store while the manager was on annual leave in various opportunities. The store has a team of 8 people.
- I was second in charged and assistant manager until July 2015.
- Sales management to all levels: individual customers, big accounts, restaurants, sommeliers, venues etc.
- Administration work: ordering products, Stock adjustment, price verify, cycle counts, receiving stock, approving payments to providers, ordering change, clearing safe to Armguard.
- Events: organizing events with restaurants and within our store, sending out invitations, RSVP, reception of guests, presenting wines and directing tastings.
- Attending to events, trainings and visits to vineyards representing the store.
- Directing training to new team members.
- Selecting wines for weekly tastings and specials.
- Creating content for the weekly email sent to our data base customers.

International Sydney Airport (Duty Free store), Brand Ambassador of Pernod Ricard Brands.

August 2013 – February 2014

Pernod Ricard is an internationally renowned liquor distributor and has one of the most comprehensive range of products of wines and spirits in the market. Its brands include Absolut, Chivas Regal, Jacobs Creek, GH Muum, Martell, Royal Salute, Glenlivet and others.

MAIN DUTIES

- Promotions and tasting events of exclusive liquor and wine brands.
- Focus and specialized of luxury wines and champagnes sales to all passengers.
- Trade marketing strategies and logistics to support sales team.
- Targeted volume and sales in accordance to planning.
- Dealing with competence in fast and high volume sales environment with understanding of specific buying influences of airport travellers.
- Understanding of international clientele with dynamic and diverse range of overseas customers. Alignment of buying habits and preferences according to nationalities and cultures.
- Researching in consumers insights: Specialised in Asian consumers
- Planning and executing merchandise logistics to improve sales through professional demonstration and presentation.
- Meeting sales targets for the entire range of products.

Fairfax Media, Trade Marketing Executive

April - August 2013

Fairfax Media is a leading multi-platform media company in Australia and New Zealand. www.fairfaxmedia.com

MAIN DUTIES

- Assisting the Trade Marketing Team promoting Fairfax Media brands, products, verticals and people in order to build a positive brand perception in market.
- Updating custom information of the different Fairfax Media brands.
- Upload media kits to a trade facing website called Adcentre.com.au where all clients, advertisers and agencies have access to information on Fairfax Media brands.
- Building a user manual for internal stakeholders on how to update the contents of this website.
- Presenting, organizing and developing a data entry process to capture internal survey information about key strategic tactics.
- Presenting this reporting to the National Trade Marketing Director.
- Assisting with the Trade Marketing corporate hospitality events for clients including managing RSVP lists, mailing invitations, hosting the event, meeting and greeting clients, transport and logistics for hotels, flights etc.
- Participating in meetings to brainstorm ideas for events where Fairfax Media was invited to promote its brands.
- Participating in meetings to analyze contra opportunities with large scale events such as Sydney Festival.
- Researching, analyzing and presenting merchandise options for marketing activities.
- Entering, editing and managing information from Sales Force software to include key clients in the complimentary Fairfax Media digital subscription offer.

Recommendations letter available

Trade Marketing Manager François LURTON, Buenos Aires, Argentina

February 2008 - June 2010.

Francois Lurton is a multinational French Company, which produces and sells wine around the world. LURTON has vineyards in France, Spain, Portugal, Chile and Argentina.
www.francoislurton.com

MAIN DUTIES

- Sales Support: Marketing support for importers from North America, Latin America and Europe.
- Events: Direction and creation of wine events with restaurants promoting Lurton's brands. General coordination to participate in National and International wine exhibitions. Part of the direction team of the whole marketing campaign of LURTON's wine in the international Rally DAKAR in South America. Coordination to participate in charity events where the wines were auctioned.
- Visual Strategies and Merchandising to support sales in the international and domestic market: Execution and coordination to create banners, flyers, dossiers, wine packaging, product descriptions, printed advertising in several languages (Spanish, French, Portuguese, English) to support sales in Argentina and other countries.
- Press: Responsible of the Relationships with the Press Agency to advertise in different magazines, newspapers and other media. Development of all Press Advertising with the Design Agency in France. Coordination and writing of Publications, Articles, Press Dossiers of the Company.
- PR: Interviews in television to represent LURTON Wines. Official Representative of the company in Local Wine Expos, in commercial events with the French Embassy (Café du Commerce). Responsible in many opportunities to show products and explain processes to international visitors.
- Strategic Alliances and Sponsorships: Development and negotiation to create deals and sponsorships with Polo teams. Leading bilateral agreements with the cosmetic brand Lancôme "Wines for Women" Campaign for their top clients. Alliances with "La Martina" (clothing brand) to create exclusive products to help promoting both brands. All this events helped to drive sales in a very positive way and also contributed to the recognition and presence of the LURTON brand in diverse scenarios.
- Product: Packaging development (Labels, Names), data sheets writing and development in different languages, branding strategies such as "Exclusive Editions" "Numbered bottle" "Exceptional vintage", Pricing strategies to place products in other South American countries.

References and recommendations letter available.

Events, Promotion Activities, Merchandising and Brand Ambassador and management work for different brands and companies.

January 2011- March 2013

MAIN DUTIES

- Promoting and sampling: FMCG products such as The Natural Confectionery Co, Pascall and Cadbury, in high density distribution channels (Coles, Woolworths, IGA).
- Fashion and perfume brands such as Chloé
- Reporting back to the national marketing team on the consumer behavior / feedback including which brands were preferred.
- Sporting Events: Skoda cars and Giants footy club. Sponsorship, hosting guests, promotion in the Skoda Stadium.
- Exhibitions and Events: Sydney Motor Show October 2012 with KIA Cars. Branding, promotions, social media, customer loyalty activities, reports on Consumer behavior.
- Product demonstration and Promotion: Shick razors. SLAM Festival. Cronulla.