

# 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](http://www.eafit.edu.co)

Agricultural Business Management  
Diploma  
EAFIT University [www.eafit.edu.co](http://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

Assistant Manager  
Vintage Cellars  
Double Bay

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

## 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.

**Latest:**  
**Event coordinator and sommelier.**  
**Merivale Venues.**  
**Franck Moreau Sommelier team.**

## RECENT UPDATES IN EDUCATION

**-Web design: Essentials with Dreamweaver,  
Flash and Fireworks, Completed**

The University Of Sydney

**- Social Media Marketing.**

The University Of Sydney

## **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 Manager and 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 of exclusive liquor and wine brands.
- Focus and specialized of luxury wines and champagnes sales to all passengers.
- Trade marketing strategies to support sales team.
- Requirement for extensive knowledge in liquor ranges and tasting procedures.
- High 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.
- Planning and executing merchandise logistics to improve sales through professional demonstration, tasting 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](http://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.