

# Araceli Contreras

B.A. Business Developer

Relevant courses: Project Management, Digital Marketing, Marketing and Finance.

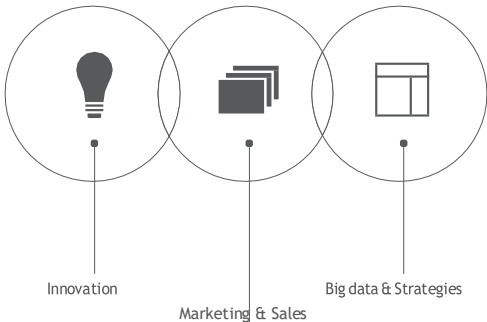
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## OBJECTIVE

Help position the company from an innovative perspective as one of the most attractive organizations, increasing sales productivity to grow revenue.

## MY SPECIALTIES



## SKILLS

Effective skills for seeking and implementing solutions  
Leading-edge marketing approach  
Experience to plan, manage and optimize digital campaigns  
Ability to direct creative and technical teams  
Expert to measure, analyze and report on campaign performance  
Experience to align goals and priorities with stakeholders  
Conversion points - Pipeline  
Salesforce expert  
Ability to find the value proposition that matches with each client

## PERSONAL CHARACTERISTICS

Excellent communication skills  
Emotional intelligence  
Self-motivated  
Focused on adding value  
Outgoing  
Multicultural knowledge  
Worldly perspective on life  
Strong organization skills  
Passionate to improve my skillset

## LANGUAGE SKILLS



## EDUCATION

- Sales and Event Manager for Enterprise Organizations, KidZania, Guadalajara, Jalisco, Mexico. 2018-Now
  - Implementation of ERP for events area
  - Development of Commercial Strategy
  - Creation of customer data
  - Sale and organization of teambuilding activities, anniversaries, festivals and more.
- Project Manager, Rinco Agency, Guadalajara, Jalisco, Mexico. 2018
  - Consultancy business models and value proposition
  - Building strategies (BSC)
  - Convert Landing ideas into SMART objectives
  - Multidisciplinary teamwork coordination
  - Creation of job descriptions and KPIs
- Commercial Manager, Stand Up Marketing, Guadalajara, Jalisco, Mexico. 2014-2017
  - Sales (CRM and ERP)
  - Customer journey map
  - Digital campaigns management to obtain new leads
  - Pipeline
- AdWords Specialist, Ranking Mexico, Guadalajara, Jalisco, Mexico. 2012-2013
  - Created campaigns for 15 companies in a year
  - Increased sales in 12 companies (20%-30%)
  - Data Analysis

## WORK EXPERIENCE

+5 years

Marketing  
Sales  
Project Management  
Consultancy  
Commercial Strategies  
Community Manager

## RECOGNITIONS

- 1 Business Ethics Certificate  
EL ECONOMISTA
- 2 AdWords certificate  
Google
- 3 Consultant Achievement Award  
Cinépolis Galerías

## INTERESTS



