

Araceli Contreras

B.A. Business Developer

Address | Av. San Francisco
45040,
Guadalajara. Jal.

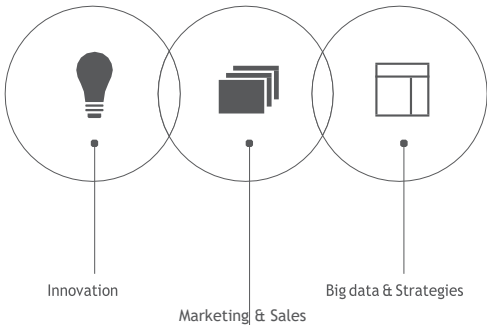
Contact | araceli.contis@gmail.com
+52 33 3360 5863
<https://www.linkedin.com/in/aracelicontis/>

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

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 skill set

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

LANGUAGE SKILLS



INTERESTS

