Araceli Contreras

# B.A. Business Developer

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

## OBJECTIVE

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## EDUCATION

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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.

Help position the company from an innovative perspective as one of the

most attractive organizations, increasing sales productivity to grow revenue.

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## MY SPECIALTIES

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Project Manager, Rinco Agency, Guadalajara, Jalisco, Mexico. 2018

-Consultancy business models and value preposition

-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

Innovation

Big data & Strategies

## WORK EXPERIENCE

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+5

Marketing & Sales

SKILLS PERSONAL CHARACTERISTICS

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years

Marketing Sales

Project Management Consultancy Commercial Strategies Community Manager

*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*

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

## RECOGNITIONS

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1

Business Ethics Certificate EL ECONOMISTA

AdWords certificate Google

2

Consultant Achievement Award Cinépolis Galerías

3

## LANGUAGE SKILLS

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## INTERESTS

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AI

BI

ETL

SPANISH

Mother language

ENGLISH

Advanced level

FRENCH

Basic level

Finance

Big Data

Health