RESUME



XIMENA ROSAS **AGUILAR**

EDUCATION

University of Lima

Bachelor's Degree in Marketing (Superior third of class) Specialization in Market Research and Consumer Behavior *April 2010 – July 2015*

LANGUAGES

English

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PROGRAMS

MO Excel

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A. Illustrator

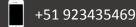
A. Photoshop

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A. InDesign



CONTACT



@ximenarosas.

ximena.raguilar@gmail.com

176 Guadalajara Street Apt. 102 Ate, Lima - Perú



EXPERIENCE -

01/2017

Current role

Ajinomoto del Peru **Marketing Assistant** Lima, Peru

- Contributing in the Marketing Plan and Launching Plan development
- Development of new products
- Fulfilling the annual business plan
- Contributing in the projects of Food Service SBU
- Analyzing of market data and assessing of KPI's
- Controlling the annual budget
- **Producing Sales Reports and Sales Forecasts**
- Coordinating the market researches (Focus groups, surveys, CLT)

09/2014

06/2016

Distribuidora Continental

Lima, Peru

Marketing Assistant

- Fulfilling the Annual Marketing Plan.
- Coordinating and supervising BTL campaigns, and ATL publications.
- Preparing commercial proposals according to the discount scale, promotions, and clientele.
- Producing sales reports and following up on sales force contests.
- Monitoring of trade marketing agreements
- Supervising the creation and design of graphic material



INTERESTS

Currently volunteering with Crea+. I'm an English teacher for 9 and 10 years old kids. I also enjoy physical activities and art, such as dance, adventure sports, to travel and the photography.