

BIANCA SIZZI KHERLAKIAN

Marketing/Retail Marketing Analyst or Trainee



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📍 São Paulo, Brazil

EXPERIENCE

Marketing Assistant

Três Corações Alimentos S.A

📅 2017 - 2017 📍 São Paulo, Brazil

National company leader in the roasted and ground coffee segment

- Responsible for the coordination of communication and brand development projects in the South, Southeast and São Paulo, Brazil regions of Food Channel
- Support in the approval of packaging of new products
- Coordination of projects and guidelines with the advertising agency
- Daily report to sales team, commercial and trade marketing area

Retail Marketing Intern

Colgate-Palmolive

📅 2016 - 2017 📍 São Paulo, Brazil

American worldwide consumer products company

- Daily support for the retail marketing area - drugstores & groceries channel
- Development, delivery and implementation of point of sales materials
- Analyze action results through KPI measuring tools - Nielsen, IMS, Neogrid
- Daily contact with sales and marketing team
- Invoices payment and budget monitoring in each quarter
- Technical support for launching new products

Product Marketing Intern - Oncology

Novartis

📅 2015 - 2016 📍 São Paulo, Brazil

Swiss multinational pharmaceutical company

- Support area's product manager and sales force with the brand strategy
- Knowledge of the product placement and disease involved
- Development of promotional materials - since briefing stage with the advertising agency, until internal approval and delivery to sales team
- Budget monitoring and invoices payment
- Support in the organization of internal and external medical events

LANGUAGES

Portuguese

Native



English

Advanced



Spanish

Beginner



EXPERIENCE

Retail Marketing Intern

Hewlett Packard

📅 2014 - 2015 📍 São Paulo, Brazil

American multinational information technology company

- Development of daily reports of large retail accounts in São Paulo, Brazil
 - Visiting point of sales analyzing competition, prices, shopper behavior, merchandising, product disruption and POP materials
 - Participation in follow-up meetings with the agency and sales team
 - Organization of internal and external events
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EDUCATION

Marketing Bachelor Degree

Universidade Anhembi Morumbi

📅 2013 - 2017
