

PROFESSIONAL EXPERIENCE

Marketing Assistant

**VENUS CONCEPT** Jul 2018 - Present Colombia

Initial call to clients who communicate by website or social networks  
Monitoring and management of potential customers and opportunities.  
Creation of Competition Reports and Prices.  
Assignment of commercial visits.  
Search for new customers  
Satisfaction studies on the use and quality of products.  
Customer requests attention for shipments to commercials.  
Report management, customer deposit and Salesforce updates.  
Control of advertising material in inventory.  
Quotes and management of advertising providers.

Marketing Assistant

**INSTRUMENTS AND AUTOMATISMS S.A.S.** Sep 2014 - Apr 2018 Colombia

Achievement of new clients, contacts and projects based on telemarketing tasks.  
Development, tabulation and analysis of satisfaction studies  
Convocation and organization of events  
Corporate chat service  
Creation, monitoring and updating of marketing campaigns in CRM.  
Survey, profiling and debugging of databases.  
Generation and sending of newsletters with corresponding campaigns  
Generation of reports and analysis of the competition  
Attention and addressing complaints and claims  
Creation of weekly and monthly reports on the status of new clients, Google analytics, Google AdWords, display ads, MailChimp and digital tools for use.  
Obtaining quotations for marketing supplies.  
Follow up and address opportunities generated by corporate channels.  
Documentation and implementation of strategies on corrective actions and non-conformities.  
Schedule appointments difficult to achieve for business consultants.

Commercial Assistant

**LAREN DISENO DE INTERIORES LTDA. HOSPITAL DIVISION** Aug 2013 - Jun 2014 Colombia

Attention to (PQR) complaints and claims through corporate channels  
Achievement of new clients and offering of the company's product portfolio  
Development and implementation of commercial strategies.  
Generation of satisfaction studies of the after-sales service.  
Making reports and responding to complaints and incidents.

LANGUAGES

Spanish	Native
English	Beginner

SKILLS

**Expert**

- + Market Research
- + Client servicing
- + Internet usage
- + Windows PC usage
- + Microsoft Word
- + Microsoft Powerpoint
- + Work Ethic

**Advanced**

- + Collaboration
- + Critical Thinking
- + Solution Orientation
- + Organisational Management
- + Sales
- + Web Content
- + Digital Marketing
- + Event Planning
- + Adaptability
- + Creativity
- + Salesforce
- + Relationship Management
- + Project Management
- + Self-Confidence

**Intermediate**

- + Leadership
- + Problem Solving
- + Blogging
- + Community Development
- + Content Marketing
- + Adobe Illustrator
- + Database Administration
- + Social Media Management
- + Media Planning
- + Strategic Planning

Specialized and opinion studies

MARKET RESEARCH AGENCY IPSOS NAPOLEON FRANCO

Nov 2010 - Feb 2013 Colombia

Development of specialized loyalty and opinion studies at a national and international level by telephone and in person to companies such as Bancolombia, Chevrolet, Banco Caja Social, Epm, Unites, Falabella, among others.  
Data update, confirmation of attendance at events

Specialized and opinion studies

CALL CENTER CHOIR OF COLOMBIA Nov 2009 - Nov 2010

Colombia

Updating of data and offering of portfolio of business products of the company hp and Datapoint.  
Confirmation of attendance at events and fairs.  
Development of loyalty surveys and after-sales service satisfaction for different companies such as Correval, Corona, Telmex Directv, Diesel Center, HSBC Bank, Bancolombia, Banco Av. villas, Comcel, weather.

ACADEMIC EXPERIENCE

Grancolombiano Polytechnic University Jul 2016 - Nov 2020

Colombia

Business administration

Grancolombiano Polytechnic University Jul 2016 - Jul 2019 Colombia

Marketing

Inca center Technical Competency in Marketing and Sales Jan 2014

- Dec 2015 Colombia

Marketing

Academic Bachelor. University College San Martin. Feb 2007 - Dec

2008 Colombia

Other

- + Windows
- + Research
- + Presentation skills
- + Data Analytics
- + Database Management
- + Handling Pressure
- + Public Relations

Beginner

- + Time Management
- + Content Strategy
- + Microsoft Excel
- + MS Exchange
- + Sharepoint
- + Filming
- + Business Intelligence