

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 ★★★★★
French ★★☆☆☆

PROGRAMS

MO Excel ★★★★★
A. Photoshop ★★☆☆☆
A. Illustrator ★★☆☆☆
A. InDesign ★★☆☆☆

CONTACT



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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
Marketing Assistant

Lima, Peru

- 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.