

PROFESSIONAL EXPERIENCE

Business Intelligence, Marketing

Alcon CAC, A Novartis Division May 2018 - Present Costa Rica

Responsible for coordinating and developing financial projections, sales, and short and long term budgets. Generate segment analysis and ophthalmologic market targeting, visits reports from sales representatives and goal compliance analysis. Establish base of sales commissions and issues surrounding Sales Force Effectiveness. Leading SAM project with KAM’s for better management of distributors and key accounts, analyzing sales and our position in the market. Participation in the establishment and elaboration of price strategies. Generate monthly reports of sales and total management of the Stock in Trade report (SIT). Preparation of Forecast, TGT, LF1, LF2 and load in ASPIRE system with necessary documentation. Key functions of partners such as sales and marketing to provide financial support, advice and reports that will help to drive decision making, improving business focus and presentation of information. Assist the commercial finance team with the budget, forecast and analysis of variance for the Central America and Caribbean Cluster. Coordinate briefs and work sessions with the advertising agency to develop promotional and non-promotional events

Marketing research, Freelance

Somos Mutante May 2018 - Jun 2018 Costa Rica

IQOS Launch | PMI - Philip Morris International
Responsible for market research and analysis of customer preferences, purchasing behavior, market data on vaporization products to identify crucial trends that maximize IQOS launch and marketing plans of Philip Morris International (Guatemala and Costa Rica); data collection and creation of product forecasts, using information from multiple social networks, including Facebook and WhatsApp.

Marketing research, Freelance

Somos Mutante, Feb 2018 - Apr 2018 Costa Rica

Carlos Alvarado presidential campaign 2018
Research, follow-up and analysis of the second round for the presidential elections, Costa Rica 2018. Preparing daily and monthly reports and comparative matrixes of interactions, comments, shares, reactions, engagement, growth, talking about for both candidates, analyzing social platforms such as Facebook, Twitter and Google Trends. Generating graphics and forecasts of the popular vote by tracking progress reports.

SUMMARY

I am a proactive, responsible, very ordered person with analytical ability, creativity, dynamism, discretion, human relations, ease of speech, honesty, initiative, correct writing and spelling

LANGUAGES

English	Advanced
Portuguese	Intermediate
Spanish	Native
Chinese, Mandarin	Beginner

SKILLS

Expert	<div><div></div><div></div><div></div><div></div><div></div></div>
+ Sales	
Advanced	<div><div></div><div></div><div></div><div></div><div></div></div>
+ Windows PC usage	
+ Leadership	
+ Microsoft Powerpoint	
+ Microsoft Word	
+ Creativity	
+ Problem Solving	
+ Negotiation	
+ Team Management	
Intermediate	<div><div></div><div></div><div></div><div></div><div></div></div>
+ Project Management	
+ Client servicing	
+ Microsoft Excel	
Beginner	<div><div></div><div></div><div></div><div></div><div></div></div>
+ Financial management	
+ Digital Marketing	

Financial Analyst

Sandoz CAC, A Novartis Division Jul 2017 - Apr 2018 Costa Rica

Responsible for the analysis of prices and profitability for good business management, direct dealings with private and institutional KAMs, preparation of sales reports, preparation of accounting records (Provisions), preparation of financial and accounting department controls. Preparation of stock in trade reports, loading prices and discounts in SAP, responsible for elaboration and validation of COGNOS report and FAR sales reports. Responsible for generating cost requests, constant updating of institutional database. Alliance BD &L reports. General support to the Business Planning and Analysis department for Central America and Caribbean.

Financial Representative

Interbank, International Bank of Peru Sep 2015 - Apr 2017

Peru

Counter work, responsible for customer service, working with money, Selling banking products, such as credit cards, loans. I evaluate client portfolio, and manage account statements.

Corporate Business Assistant

Contacto, Insurance Broker Jan 2015 - Sep 2015 Peru

I was responsible for handling documents, creating records of human risks and general risks, dealing with clients and their requirements. Manage procedures between clients and insurance companies. In charge of the fixed fund of the company, payment to suppliers.

Community Manager / Marketing Assistant

Tusan Corporation S.R.L. Sep 2014 - Jan 2015 Peru

Responsible for organizing and promoting events, managing social networks for the hotel, restaurant and nightclub. Evaluate and propose systems and forms of simplification and optimization of operations, collaborate with professional staff in the review of invoices and payment procedures for contracting professional services for marketing studies, support and participation in planning and definition programs Objectives of the Department.

Business Executive

Hunter Autosafe S.A.C. Dec 2013 - Sep 2014 Peru

I was responsible for the sales of car dealerships, dealing with customers and sellers, drawing up sales plans, customer and seller loyalty, proposing campaigns to make the brand known, and providing training to sellers

Sales Assistant

iPlace S.A.C Sep 2013 - Dec 2013 Peru

I was responsible for handling apple product sales, taking trainings and taking courses on product updates, money management and sales flow, cash register.

Management Assistant

Abman Builders E.I.R.L. Oct 2012 - Sep 2013 Peru

Responsible for receiving calls, coordinating travel and meetings of managers, drafting, handling and custody of important documentation, handling small cash to purchase supplies needed for the office. Responsible for the coordination, monitoring and analysis of reports of areas committed to management.

Sales Assistant

Ripley S.A. Dec 2010 - Oct 2012 Peru

I was responsible for guiding the client throughout the process of choosing outfits, customer care, sales, constant training in customer service, fashion and personal presentation.

ACADEMIC EXPERIENCE

Universidad Creativa de Costa Rica Mar 2018 - Aug 2018 Costa Rica

Communication & journalism, Marketing

Eclass Chile Mar 2016 - Nov 2016 Chile

Entrepreneurship, Other

Santa Maria Catholic University Mar 2009 - Feb 2014 Peru

Business administration, Economics, Finance, International Trade, Marketing