

**MARIANA SONEGHETTI TROUCHE**

Phone Number: (21) 99531-8739

Address: Rua Eurico Batista 27, apto 301 - São Francisco

Niterói – RJ. CEP: 24360-480

E-mail: [mariana.trouche@gmail.com](mailto:mariana.trouche@gmail.com)

**Education**

2021- 2023

*Universidade Federal Fluminense – **Business Marketing Master's Degree***

2011 – 2015

*Universidade Estácio de Sá – **Marketing and Advertising Bachelor's Degree***

2004 - 2006

*Universidade Estácio de Sá – **Culinary Arts Bachelor's Degree***

1995 – 2003

*Instituto Brasil-América – **English Course***

**Employment History**

03/2021 – 03/2023

**Pierre-Fabre Group**

**Key Account Executive**

Planning and follow-up on the clients' Joint Business Plan. Sell in growth planning, sell out action plans, merchandising activities and training. Annual budgetary control. Monthly analysis of the key performance indicators and weekly reports on the progress of business with the clients. Follow-up on the distribution of products in stores and geographic areas, adapting the mix and the base value according to the local performance. Deep knowledge of the clients and interface with their different areas (purchasing, merchandising, marketing, logistics and finance).

01/2019 – 02/2021

**Heineken Brasil**

**Key Account Executive (On Premise)**

Responsible for the Key Accounts of the On Trade channel based in the states of Rio de Janeiro and Minas Gerais. Planning and follow-up on the clients' Joint Business Plan focused on account growth through Trade Marketing action plans, sales incentives, training and consultancy for franchisees. Monthly meetings to present results, market data and action plans. National service and close relationship with franchisees. Sell in growth planning and sell out action plans according to the client's beer portfolio and region. Budgetary control and payment of contractual amounts. Legal inputs and use of the Dynamics contract system. Client prospecting.

01/2018 – 12/2018

**Heineken Brasil**

**Trade Marketing Executive**

Management of the in-store execution team, planning and follow-up on the clients' Joint Business Plan, implementation of trade marketing and brand strategies. Identification and development of business opportunities, pricing policy monitoring, sell in and sell out analysis

by chain/stores, Nielsen analysis and resource management such as budget, POS materials and other company assets.

01/2015 – 12/2017

**Heineken Brasil**

**Brand Ambassador – Trade Marketing**

Brand activation of the On Trade Premium channel in Rio de Janeiro, Niterói and Búzios. Negotiation of partnerships in events, sell out and sampling action plans, control and implementation of merchandising materials in bars, night clubs, restaurants and events. Training and sales incentives with the waiting staffs. Sell in and sell out analysis, annual budgetary control, interface with sales team and advertising agencies.

06/2014 – 12/2014

**Heineken Brasil**

**Trade Marketing Intern**

Monitoring the implementation of POS materials, payments, issuing briefings, interface with advertising agencies, budgeting and purchase of merchandising materials, partnerships in events, monitoring sell in, sell out and brand coverage (SAP). Monthly reports of Heineken Rio de Janeiro's highlights to the corporate office in São Paulo.

02/2013 – 05/2014

**Infoglobo Participações S/A**

**Marketing Intern**

Preparation of briefings, monitoring and approval of films, advertisements and POS materials. Support for all institutional activities. Analysis of promotions from competing newspapers, negotiation of promotions with partners, structuring of promotional mechanics on different platforms, control of results and delivery of prizes.

11/2011 – 04/2012

**Park City Mountain Resort (Utah/EUA)**

**Barista**

Responsible for making all hot beverages and pastries, customer service, cash register and cleaning.

11/2010 – 4/2011

**Park City Mountain Resort (Utah/EUA)**

**Breakfast Chef / Cook**

Responsible for a variety of specialized tasks in food pre-preparation, cooking and presentation. Storage, quality control, customer service and cash register.

### **Further Skills**

- Languages: English (Fluent), Spanish (Basic), Portuguese (Native)
- Domain of Microsoft Office Package
- Corel Draw, Adobe Illustrator and Adobe Photoshop
- SAP System and Microsoft Dynamics (AX)
- Nielsen and IQVIA analyses
- Usage of the Sales Force system