

Vannessa C. Hernández Perger

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23rd of April 1981 – Venezuela

(Citizenship: spanish - venezuelan)



PROFESSIONAL EXPERIENCE

- 2013 **CPCC. Executive Coach. VHER Professional Coaching.**
- Executive coaching for Online Marketing professionals in Spain, UK, Portugal and Venezuela. Training in personal and professional development.
 - Executive coach for private sessions for KPMG managers.
- 2012 **Publisher Manager Spain, Portugal & LATAM. Smartycontent S.L.**
- 2011-2013 **Accredited Professional Co-Active Coach. VHER Professional Coaching.**
Executive coaching for Online Marketing professionals in Spain, UK, Portugal and Venezuela. Training in personal and professional development.
- 2008 – 2010 **Marketing Manager & Publisher Manager Spain, Portugal & LATAM. ZANOX HISPANIA S.L.U.**
- Responsible for the internal and external On/Off-line marketing activities of the company.
 - Responsible of zanox Hispania's local/international events, PR and Advertising (Trade Shows, Conferences, Social Networks, Blog, Press, ...)
 - Manager of SEM Publishers Division and new business for Spain.
 - In charge of performance strategies and account management of more than 40 clients and publishers from LATAM and Portugal.
- 2007 – 2008 **Strategic On-line Senior Planner. MEC INTERACTION (MEDIAEDGE:CIA).**
- Responsible for the on-line strategic media planning of more than 30 clients.
 - Managed accounts: Canon, Accenture, Colgate, RACE, Wilkinson/Energizer, Henkel, Grupo Swatch, Heinz, Hansaplast, Eucerin, Haagen Dazs, Wrigleys (Orbit & Boomer), La Sexta, Travelodge Hoteles, Singapore Airlines, Toys R Us, etc.

- 2006 – 2007 **Account Manager. ANTEVENIO S.A.**
- Managed on-line advertising campaigns and email marketing.
 - Managed media agencies as: OMD, Mec Interaction, Maxus, Evolnet Media,...
- 2003 - 2006 **Key Account Manager. PUBLISTAR COMUNICACIONES S.L.**
- Responsible for recruiting international off-line media to be represented in Spain.
 - Responsible for selling advertising spaces in the following media: Canal+ Francia, Business Week, L'Express-Expansion, Groupe Moniteur, BIG Magazine, Financial News, Etzel-Verlag, WAZ Gruppe, etc.

EDUCATION

- 2000 – 2005 **Marketing and Sales Bachelor's Degree . ESIC.** Pozuelo de Alarcón – Madrid, Spain.

FURTHER EDUCATION

- 2013 **Co-Active Leadership Course.** THE COACHES TRAINING INSTITUTE (CTI). Sitges, Spain.
- 2012-2013 **CPCC Professional Co-Active Coach Certification.** THE COACHES TRAINING INSTITUTE (CTI) –AUGERE. Madrid, Spain.
- 2011 - 2012 **Accredited Professional Co-active Coach.** THE COACHES TRAINING INSTITUTE (CTI) – AUGERE. Madrid, Spain.

LANGUAGES

- **English.** Spoken and written, advanced level.
Business English course (3 years).
First Certificate of English from Cambridge University. Scarborough, England. (1999).
- **Portuguese.** Spoken and written, advanced level.
- **Spanish.** Native language.

COMPUTER SKILLS

- Microsoft Office (Word, Excel, Power Point, Access, Microsoft Project).
- SPSS statistics program.
- Photoshop.

ADDITIONAL INFORMATION

- Driver's license B.
- 20 years as NGOs social volunteer in Caracas, Venezuela and Madrid, Spain.