

# Jossette Nunez

## **MARKETING & OPERATIONS MANAGER - CONAIR CORPORATION**

Stamford, CT

TO LEAD, CHALLENGE AND BE CHALLENGED IN A MARKETING STRATEGY OR BUSINESS/MARKET DEVELOPMENT POSITION. ANALYZE AND IMPROVE MARKETING, SALES AND OPERATIONAL PERFORMANCE. DEVELOP PRODUCTS, MARKETS AND RELATIONSHIPS

Willing to relocate: Anywhere

## Work Experience

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### **MARKETING & OPERATIONS MANAGER**

CONAIR CORPORATION

January 2018 to Present

#### • Achievements:

- Launch a new blender range for the region
- Launch a new PCA range for the region
- Launch both brands Cuisinart and Conair in Argentina
- Launch our Social Media accounts
- Digital content creation for internal and external use
- Launch new image change for our blenders and PC range
- Launch Training program for Cuisinart and Conair for the region
- Create Imports, inventory control and budgeting, forecasting processes

#### Responsibilities:

- Preparing and managing marketing plans and budgets: Promo approvals and credit memo approvals
- Review Competitive matrix by country and major retailers
- Review, analyze and coordinate product assortment
- Liaise with Sales and planning to execute product distribution and sell through
- Coordinate all marketing, PR, advertising and promotional staff and activities (create all marketing and promotional calendars)
- Manage the productivity of marketing/advertising production
- Deliver marketing activities within agreed budget
- Represent and manage the brands at trade fairs and shows
- Manage creation of all creative/merchandising/pop/packaging assets for the region
- Management of all digital media for the region
- Analyze historical sales data, prepare and analyze product level forecast accuracy and update forecasts and identify trends
- Develop and communicate shipment forecast based on action plans and scenarios for Purchasing, Inventory Control, Sales, Marketing and Finance planning activities
- Provide guidance and advice to internal teams with regards to risk associated with sales forecasts

## **LOGISTICS & FORECAST MANAGER**

Conair Corporation - Stamford, CT

January 2017 to December 2017

- Analysis of historical sales; prepare and analyze product level forecast accuracy, update forecasts and identify trends
- Consult regarding shipment forecasts as a reasonable basis for action plans and scenarios for Purchasing, Inventory Control, Sales, Marketing and Finance planning activities
- Provide guidance regarding driving factors and risks around sales forecasts
- Gather and analyze forecasting relevant information from internal and directly from account sources, including events such as customer builds and fills, inventory policies and planning objectives
- Gather and analyze account point-of-sale data and retailer inventory to forecast POS and support Sales, Category Management and Marketing; and Consult regarding Ad Hoc analysis

## **FORECAST PLANNER**

Conair Corporation - Stamford, CT

August 2015 to December 2016

- Analysis of historical sales; prepare and analyze product level forecast accuracy, update forecasts and identify trends
- Consult regarding shipment forecasts as a reasonable basis for action plans and scenarios for Purchasing, Inventory Control, Sales, Marketing and Finance planning activities
- Provide guidance regarding driving factors and risks around sales forecasts
- Gather and analyze forecasting relevant information from internal and directly from account sources, including events such as customer builds and fills, inventory policies and planning objectives
- Coordinate and assist with analysis regarding dollar forecasts, aligned with the unit forecasts by accounts and communicate forecast issues in dollar and unit terms
- Gather and analyze account point-of-sale data and retailer inventory to forecast POS and support Sales, Category Management and Marketing; and Consult regarding Ad Hoc analysis

## **MODERN TRADE ANALYST**

Conagra Brands - Mexico, ME

January 2013 to February 2015

- Development of reports for the modern channel (clubs, retail, convenience and government)
- Analysis of reports Nielsen, Retail Link and internal databases - Sell in & Sell Out
- Oversaw and analyzed performance of customer accounts and products development
- Created scorecards for tracking sales, promotions and Post Mortem
- Identified business opportunities
- Generated databases of customers and products for the entire distribution channel
- Created suppliers Sell Out reports

## **Key Account Manager**

TIME TRACKER DE MEXICO - Mexico, ME

January 2012 to December 2012

- Monitored strategically important large customers as Chedraui and Comercial Mexicana
- Established productive, professional relationships with assigned key personnel.
- Administration of CRM and external personnel tracking.
- Developed a satisfaction survey system.
- Elaborated commercial planning for business development into new market niches.
- Achieved assigned quota in designated strategic accounts.

- Organized and trained vendors and supply chain users
- Maintained high customer satisfaction ratings meeting company standards.
- Weekly, monthly and quarterly sales analysis reports.
- Coordinated customer service and tracked new prospect accounts

## **PR AND COMM INTERN**

AstraZeneca - Mexico, ME

October 2010 to February 2011

- Planned and organized all events (conferences, seminars), coordinated donations to low-income patients.
- Elaborated RFO, purchase orders and FV60 (SAP system).
- Monitored status with the advertising agency.
- Vendor relationship management.
- Provided consultation and assistance to management on matters relating to employee communication.
- Directed all activity in the implementation and administration of a corporate identification system covering aspects of visual communication, material and media.
- Coordinated internal recreation programs and activities.
- Produced, edited and distributed special publications.

## Education

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### **MBA in MARKETING SPECIALIZATION**

UNIVERSIDAD TECNOLÓGICA DE MÉXICO

February 2016

### **BACHELORS in MARKETING**

UNIVERSIDAD TECNOLÓGICA DE MÉXICO

August 2011

## Skills

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SAP (9 years), MICROSOFT OFFICE (10+ years), CRM (7 years), Mac OS X (10+ years), MS Office, Inventory Management, Powerpoint, Data Entry, Account Management, Salesforce, Sales

## Assessments

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### **Management & Leadership Skills: Planning & Execution — Highly Proficient**

April 2019

Measures a candidate's ability to effectively plan and manage resources to accomplish organizational goals.

Full results: [https://share.indeedassessments.com/share\\_assignment/wbf-dblpqqmsmzj1](https://share.indeedassessments.com/share_assignment/wbf-dblpqqmsmzj1)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

## Additional Information

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Organizer of the graduation event of my generation

Part of the TOP 100 Students program

Graduated with honors for best GPA of my generation

Participation in the honors ceremony every semester for best GPA

3rd place in the national knowledge Olympiad

Head leader of my class for 9 consecutive semesters