

Nathalia Lopez-Gomez

Ready To Work

North Arlington, NJ 07031

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(862)-4441524

Highly strategic sales and marketing professional with 4 years of B2B and B2C sales experience. Excellent communication and organizational skills with the ability to manage multiple projects with tight deadlines.

#readytowork

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Sales Operations Specialist

Callisto Media - New York, NY

May 2019 to May 2020

New York

Callisto Media combines the power of Big Data, technology, and lean economics to discover the information people are searching for and provide it. Today, we're the fastest growing company in the \$106 billion global publishing industry, and our primary method for meeting peoples' needs is through long-form content in books. But creating books for them is only the beginning, we help transform lives.

- Responsible for creating Monthly, Quarterly, Seasonal and Ad Hoc Electronic Catalogs, Sales Kits, PowerPoint Presentations, Data Uploads & Process Complimentary Copy Orders for key North American Trade Retail and Wholesale Customers.
- Maintain constant and direct communication with key account buyers in regards to new title releases.
- Responsible for the development of new relationships with key specialty sales clients.
- Assist with B&N and BookExpo trade shows and key account sales sample requests.
- Budget and forecast sales goals for the product assortments and identify how to best utilize all resources to achieve sales goals.
- Work effectively as a team member with other members of Sales & Operations management team to continually improve alignment of each functional group to support our pre-sales, launch and long tail strategies.
- Strong technical understanding of: Salesforce, Confluence, Edelweiss, Basecamp, Ingram, Google Drive, Google Suite, Vendor Portals.

Sales and Marketing Coordinator

World Screen Magazine - New York, NY

February 2017 to April 2019

New York

World Screen is the leading source of information for the international media business. In print and online it offers news and analysis on trends in the media industry across the globe, as well as insightful, exclusive interviews with leading executives. World Screen is the proud publisher of International Emmy Magazine, the official publication of The International Academy of Television Arts & Sciences.

- Represent the Publisher and the World Screen brand via email communication, phone calls, and in-person engagements during domestic and international media markets.
- Maintaining direct communication with our domestic and international clients on any and all elements related to advertisement specifications both digital and print, as well as on time submissions.
- Responsible for all LATAM existing clients and the development of new relationships with key media clients, international and domestic.
- Developed and implemented strategic marketing advertisements plans for key media clients in print and digital media campaigns.
- Responsible for approving all marketing materials: annual media kit, marketing mailers, daily and weekly newsletters, digital and print advertisements before they are sent to clients and published.
- Source and publish social media content to grow, activate, and convert an engaged community of followers across social media platforms.
- Strong technical understanding of digital performance marketing: Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Management and Display Marketing.

Volunteer- Street Children Work

Ecuador International Volunteer HQ
August 2017 to August 2017

Product Development Specialist

Checkers LLC Manufacturing Company for the TJX Companies - Upper Montclair, NJ
July 2015 to January 2017

- Projected seasonal bedding trends to create Power Point Presentations used for business development and sales meetings.
- Maintaining direct communication with suppliers in China and India to facilitate new product development from sample phase to the production phase.
- Design bedding photography plans for product marketing packaging inserts and perform quality control by proofing final artwork before factory print production.
- Assist with the set-up and execution of company held New York City Market Week product viewing.

Education

MBA in Digital Marketing

Rutgers University
June 2019

Some College in Public Administration

Rutgers University - Newark, NJ
September 2012 to December 2015

Skills

- Search Engine Optimization (SEO)
- SEM
- Digital Marketing
- Pre-sales
- Analytics
- Google Analytics
- Performance Marketing
- B2B Sales
- Branding
- Big Data

Links

<https://www.linkedin.com/in/nathalia-lopez-gomez-mini-mba-08699a156/>