**Jorge Rojas**

RESUME

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**PROFESSIONAL PROFILE**

* Strategy-minded and results-producing international sales and marketing professional with comprehensive professional experience in business development and international operations
* Master’s degree achiever with P&L responsibility for international market penetration and expansion
* Energetic team builder and motivator who can train and direct independent sales representatives, lead direct and distributor sales organizations, establish goals and controls, monitor results to consistently increasing profit margins, enhance market position, reduce operating cost, and meet strategic objectives
* Strong intercultural communicator who is well versed in cross cultural business practices, adept at collaborating with business partners in Latin America, fluent in English and Spanish, and conversant in Brazilian Portuguese

WORK EXPERIENCE

**PREFERRED PARTNER REGIONAL MANAGER** | ***DIMENSION DATA***  **December 2014 - Current Position**

I am responsible for managing the day-to-day operations of the alliances regional partners for Latin America and the Caribbean. The primary focus of my role is to build long-term credibility & trust with Partner Executives in order to drive top line revenue growth and overall end customer adoption across all market segments. The second focus is to enhance strategic alignment between partners and sales team to maximize the collective success.

**KEY ACHIEVEMENTS (FY16)**

* + Successfully accelerated quote return cycle of partners from 5.5 to 2.1 average business days
  + Recruited 8 and managed a total portfolio of 23 Preferred Partners for LATAM
  + Negotiated on behalf of Global Sales Team a total of 502 opportunities with a value of $19.23M and Purchase Orders issued $4.74M
  + Developed Global Quoting Reporting tool to increasing visibility, measurement and efficiency of the global Preferred Partner Programme organization

**ASSISTANTSHIP MARKETING RESEARCH** | ***APPALACHIAN STATE UNIVERSITY***  **August 2013 - June 2014**

• Analyzed market study among American and French students. The objective of the research was to investigate consumers’ ideas about “Brand Trust” taking into account cultural differences between American and French participants

• Created and presented results reports to University marketing team

**OPERATIONS MANAGER** | ***KUBOTA MUSIC PRODUCTION, INC***  **January 2007 - December 2012**

• Managed scheduled events for the artist with average 6 (+1,000 Audience) and 13 (+200 Audience) events per year.

• Developed and lead marketing campaigns, negotiated business proposals, and corporate sponsorship

• Created and design with Photoshop and InDesign the ads, flyers, proposals and marketing campaign for the musician

**ASSISTANT WAREHOUSE MANAGER** | ***ALLIANCE PLASTIC, LLC***  **April 2010 - August 2011**

• Monitored key operations such as loading/unloading, packaging, and storing of raw material

• Recruited, trained warehouse personnel and created working schedules for warehouse employees

• Managed legal and safety codes and developed cost reduction measures of warehousing operations using key production metrics

**DIRECTOR / FOUNDER** | ***MORO BUSINESS MEDIA, INC***  **March 2007 - March 2010**

* Launched 50 pages bilingual magazine in Charlotte, NC called “Tequila Magazine” for 3 consecutive years
* Negotiated a minimum one year contract for national accounts for McDonalds, BB&T, Neutrogena and others for local adds for the Hispanic community
* Lead the national and regional advertising and sales department, securing new advertisers in an extremely competitive economic landscape with a yearly reader base of 65 thousand
* Developed marketing strategies in order to maximize turnover and profitability.
* Created and Design with Photoshop, and InDesign the entire magazine, ads, flyers, proposals, media kits, website, and marketing campaign

**SKILLS**

* Fluent English, Spanish, business Portuguese
* International business for Latin America
* Self-management
* Intercultural Communications
* Data Analytics
* Vendor Management
* Market Research
* Sales Strategy and Plan Development
* Creative solving problem
* Proficiency in MS Office applications (Outlook, Word, Excel and PowerPoint)
* Proficiency in Adobe (Photoshop, InDesign)

**EDUCATION**

* **Master in Business Administration (MBA)**

Concentration International Business

Appalachian State University

August 2014 | GPA: 3.42/4.00

* **BACHELOR OF SCIENCE**

International Business | Minor: Spanish & Portuguese

Appalachian State University

August 2013 | GPA: 3.36/4.00

**STUDY ABROAD**

* **Université d’Angers** (Angers, France)Exchange MBA Program - May 2014
* **University of Havana** (Havana, Cuba)International Seminar - October 2013
* **Universidade Católica de Pernambuco** (Recife, Brazil) Global Undergrad Exchange Program - June 2013
* **Beijing Union University** (Beijing, China) Study Abroad - May 2011