

## Marketing and Event Planning

Highly organized, detailed and creative Events and Marketing Coordinator with a keen ability to systematically assemble events of all sizes. Outstanding record of success in meeting deadlines, managing multi-million dollar budgets and negotiating pricing with vendors. Adaptable and flexible to the changing needs of business. Exceptional problem solving and multitasking skills with excellent client relations and communication.

Trilingual in English, Portuguese, and French. Eligible to work in the U.S.

### **Experience**

Kraft Foods, Buena Park, CA

06/2009 – Present

#### ***Sales and Marketing Representative***

- ❖ Responsible for the marketing, merchandising and visual appeal of all Kraft products sold at grocers including Ralphs, Albertson's, Vons and Walmart.
- ❖ Up-sell and collaborate on the use of end cap displays to increase the sale of products.
- ❖ Responsible for managing all inventory, writing credits and submitting weekly orders.

George P. Johnson, Auburn Hills, MI

06/2007 – 06/2008

#### ***Project and Events Coordinator***

- ❖ Planned, coordinated and executed the Consumer Electronics Show (CES) in Las Vegas, NV for Motorola while managing the \$2.4MM budget for the project.
- ❖ Expertly negotiated service bids with vendors, resulting in a 20% savings to the client.
- ❖ Individually planned and managed the MBAA conference for Cessna, managing a \$1.8MM budget.
- ❖ Coordinated and managed tradeshow logistics including travel arrangements, transportation, flooring, telecommunication, displays, electrical and lighting needs, catering and graphics.
- ❖ Prepared acutely detailed timelines to ensure a smooth installation process, reducing booth set-up/dismantle time by 2 to 3 hours per day.
- ❖ Responsible for final accounting report and reconciliation, ensuring all costs were itemized.

Nissan Europe SAS, Paris, France

09/2006 – 05/2007

#### ***Strategic Marketing, Pricing Specialist***

- ❖ Supported Nissan's pricing activities on 4x4 vehicles across 35 European countries through competitive research, consumer marketing and product analysis.
- ❖ Benchmarked Nissan's product competitiveness and published the results quarterly in a Global Pricing Report, which was presented to senior management and used for marketing strategy.
- ❖ Produced profit and pricing studies within 35 markets to ensure pricing was competitive with the market.

**Experience Continued...**

Impetus SAS, Porto, Portugal

06/2004 – 07/2005

**Marketing Assistant** (01/2005 – 07/2005)

**Internship** (06/2004 – 12/2004)

- ❖ Updated and maintained the company's website, increasing online orders by 20%.
- ❖ Coordinated layout and printing of brochures, newsletters, invitations for events with local printers, streamlining production and reducing costs and lead-time by 45 days.
- ❖ Provided competitive analysis and created advanced PowerPoint presentations on new consumer trends, products and strategies.
- ❖ Collaborated and developed copywriting and graphic design for company website, newsletters and press relations.
- ❖ General administrative support to Sales, Marketing and Accounting.

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**EDUCATION**

Ecole Supérieure de Commerce Extérieur, Paris La Defense, France

**BSBA**, 2006 Concentration: *Marketing and Communications*

**SKILLS**

Advanced PowerPoint, Excel and Word. Outlook, Lotus Notes, Internet Explorer. Basic knowledge of Photoshop, Adobe Illustrator, InDesign. Typing 60 wpm.