

LANGUAGE COMBINATION

English – European Spanish (EN>ES)

(At the end of each entry language in which job was performed)

EDUCATION

2000 Master’s degree in Marketing and Sales Management (GESCO) - ESIC, Spain
 1996 BS in Business Administration - Pepperdine University, CA US

RECENT TRANSLATIONS

Marketing Packaging, briefings, sales folders, research, websites, brochures, press releases
IT Software, hardware, online help, training and user-interface message files
Finance & Econ Financial sheets, financial news, audit reports, economic reports, financial reporting
Banking Banking internal communication, European laws, banking software
General Business Correspondence, management presentations, internal, supplier and client communication
Automotive Press releases
Food and tourism Websites, restaurant menus, hotel brochures, correspondence with clients

WORKING EXPERIENCE

01/01-10/03 **FINDUS** **Brand Manager – Marketing** (EN & ES) **Spain**
 ❖ **Foodservices** division 2003
 • Developed Marketing plan and budget.
 • Developed and successfully launched 15 new SKUs (products.)
 • Developed briefings, questionnaires and analyzed results for Consumer and Product Research with expert panels and consumers (products, packaging, communication, habits and usages.)
 • Designed end-user communication (ads and press releases.)
 • Developed along with other European subsidiaries projects to launch products internationally.
 • Organized national and international fairs.
 ❖ **Retail** division (including **Private Label**) 2001-2002
 • Designed packaging.
 • End-user communication (TV, press and PR campaigns.)
 • Analysis and reporting of Market data (Nielsen y TNS) to the Head Office in Sweden.
 • Worked with media intermediaries and international advertising agencies.
 • Developed Sales Force Tools (catalogues, folders, technical brochures.)
 ❖ **FINDUS UK.** **Project Leader** (EN) 2001 **UK**
 • Developed products and packaging.
 11/98 - 12/00 **DULCE GUAY** (*SME cash & carry*) **General Manager** (ES) **Spain**
 • Developed and analyzed financial forecasts, marketing and commercial long-term plan.
 • Managed a team of 11 people.
 10/97 - 05/98 **CHUPA CHUPS** **Sales Promoter** (ES) **Spain**
 • Merchandising Area manager.
 • Field research for new launches. Benchmarking.
 • Trained and supervised 27 sales people.
 09/96 - 09/97 **WELLS FARGO BANK** (*Commercial Bank*) **Assistant Manager** (EN & ES) **US**
 • Managed personal and corporate accounts.
 • Supervised 12 Bank Tellers.
 06/96 - 08/96 **A&T GOLDEN SERVICES** (*Investment Bank*) **Currency Analyst** (EN) **US**
 • Analyzed international economic data and its effect on 4 major currencies.
 • Technical analysis of the currencies (charter.)
 • Forecasted short-term trends for the currencies.
 01/95 - 12/95 **MORGAN STANLEY** (DEAN WITTER) **Stockbroker Trainee** (EN) **US**
 • Internship