

Também quer modelar seu CV?  
Entre em contato:  
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# FULANO DE TAL SEM SOBRENOME

## SALES, TRADE MARKETING AND KEY ACCOUNT MANAGER WITH A TRACK RECORD OF ACCOMPLISHMENTS IN VARIOUS INDUSTRIES

### PROFESSIONAL QUALIFICATIONS

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More than 12 years of experience in leading consumer goods companies, cable & internet providers and industrial automation companies.

Successfully **managed B2C and B2B Sales** in the following channels:

- ✓ Wholesale
- ✓ Retail
- ✓ Cash & Carry
- ✓ Internet
- ✓ Pharma
- ✓ Foodstuffs
- ✓ Top Accounts
- ✓ JPB
- ✓ Door-to-Door
- ✓ Inbound & Outbound Telemarketing

Comprehensive understanding of **Trade Marketing**:

- ✓ Product Mix
- ✓ Store Layouts
- ✓ Planograms
- ✓ POS Merchandising
- ✓ Store Checks
- ✓ Negotiation of display points
- ✓ Market share per stores
- ✓ Promotional calendar
- ✓ Visibility material
- ✓ Incentive campaigns

Solid experience in **Distributor Management**, analyzing and developing Sell-In/Sell-Out campaigns, distributing SKUs, monitoring investment plans and promoting improvements in the distributor's sales force.

**Managed high-performance teams** of Sales Reps, Coordinators and Promoters, monitoring KPIs, providing feedback, improving work processes (PMI) and giving trainings to increase the market share of the categories.

Solid experience defining **business strategies**, such as: commissioning policies, channel operation models, market segmentation, pricing & costing structures.

Negotiated business agreements with customers and distributors.

Interfaced with various departments of the company and actively involved in meetings with senior management.

Speaker at sales conventions and meetings, presenting incentive campaigns.

Drafted management reports.

Comprehensive experience in technical sales, with an understanding of telecom networks and industrial automation equipment.

Coordinated inventories and technical support services (Contact Center).

Native Portuguese | Intermediate English (taking private lessons).

### PROFESSIONAL EXPERIENCE

2015 to date  
American multinational consumer goods company.

#### Key Account Manager

- ✓ Directly and indirectly managed more than 10 Coordinators, 20 Sales Representatives and more than 50 Promoters of the distributor;
- ✓ Managed a monthly budget of 3MM in conjunction with management;
- ✓ Increased the market share of all categories;
- ✓ Reactivated inactive customers.

#### Sales Executive

- ✓ Developed the largest distributor in Brazil ( );
- ✓ Increased the monthly sell-out from 20% to 40% according to the platform;
- ✓ Deployed the Check Stand Butterfly at the Enxuto Campinas supermarket, increasing the Sell-Out of the high turnover P&G categories.

#### Sales Representative

- ✓ Increased sell-out by more than 20%;
- ✓ Reactivated the inactive Independent Pharmacy channel.

Total availability for flexible work times and travel

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[REDACTED] LTDA 2013 - 2015

Leading internet and cable TV provider in Brazil.

### Commercial Door-to-Door Supervisor/Coordinator

- ✓ Responsible for the direct management and motivation of 30 employees.

[REDACTED] 2012 – 2013

Radio internet provider.

### Technical Coordinator

- ✓ Coordinated 50 employees (directly and indirectly);
- ✓ Actively involved in the improvement and preventive maintenance of the network.

[REDACTED] LTDA 2007 – 2012

Leading Brazilian provider of satellite TV and internet.

### Regional Consultant

- ✓ Award for best Regional Consultant earned through the sale of 378 DTH (Direct to Home) points to the hotel [REDACTED], resulting in a 2% increase in revenue for the Campinas office.

### Retail Promoter

[REDACTED] 2002 – 2006

5 star dealer of the electric engineering, power and automation technology company WEG.

### Senior Commercial Project Analyst

### Junior Technical Project Assistant.

## EDUCATION

**MBA - Strategic Marketing Management** - Metrocamp/IBTA (Attending)

**Degree- Marketing in Sales** - Anhanguera Educacional (2011)

**Degree - Systems Analysis** - PUCC (2003)

**Technical education in Electronics** - Colégio Técnico Bento Quirino (1997)

## COURSES

- ✓ Cultural exchange at ELS College - Vancouver - Canada (1 year in 2007);
- ✓ Advanced Excel - Anhanguera Educacional - Summer Course;
- ✓ Time Management and Control of Crises - P&G;
- ✓ Defensive Driving - NET;
- ✓ Negotiation Techniques - P&G;
- ✓ Comprehensive Understanding of the Shopper- P&G;
- ✓ Communication Techniques - P&G;
- ✓ Persuasive Sales - P&G;
- ✓ Store Layouts - P&G;
- ✓ Consumer Psychology - P&G;
- ✓ Presentation Techniques - P&G;
- ✓ Communication Skills - P&G;
- ✓ Handling Objections - P&G;
- ✓ Space Management inside the Store - Nielsen Company.

Total availability for flexible work times and travel