

FULANA DE TAL SEM SOBRENOME

BRAND LICENSING EXPERT WITH A SOLID GRASP OF ADMINISTRATIVE AND FINANCIAL ROUTINES

PROFILE

06 years of Brand Licensing experience at renowned companies like [redacted] and [redacted], managing the Stationery, Toys, Electronics, Party Items and Packaging segments.

Solid understanding of consumer products, branding, brand management, product development, strategic planning and negotiations.

Analyzed, monitored and controlled the financial aspects related to the management of categories and brands, including the gathering of data to support strategic plans, budget management and quarterly reviews.

Maintained and managed licensing contracts, drafting Business Plans for their renewal and negotiation, translating proposals and controlling the royalty payment process.

Monitored licensee sales performance by controlling and analyzing copyright reports.

Prospected and negotiated licensing contracts for both new and existing partners, mapping and identifying potential opportunities within the category.

Controlled contractual samples, SKU listings and image databases.

Coordinated the administrative and financial brand licensing routines, advising Senior Management, Category Managers and Licensees.

26 years of experience in the Administrative and Financial departments of such national and multinational companies as [redacted].

Full grasp of financial planning and accounting routines: actual x forecast, accounts payable & receivable, bank reconciliations, credit & collections, P&L, accounting classifications, invoicing, taxation, reporting, etc.

Answered for the conciliation of indebted customers, managing friendly and judicial debt collection procedures.

Coordinated financial and administrative routines, including the interface with the Marketing, Trade MKT, Merchandising, Finance and the other Licensing departments.

Provided support and maintained direct relations with HQs (USA), regional offices (LATAM) and Licensees, supporting, improving and monitoring the compliance with business requirements and providing general support to matters relating to revenue forecasts, audits, collections and legal issues.

Provided support to quarterly sales estimates and reviews, in addition to drafting management reports with result indicators per Licensee, Franchise, SKU.

Assisted in the monitoring and analysis of products and markets so as to identify opportunities and to develop, release and monitor products.

Assisted in the management and monitoring of activities related to "Back to School" and Sales Incentive campaigns for Licensees, Distributors and Promoters.

Extensive understanding of SAP, Selectica, MicroStrategy, Invision, Oracle, Lotus Notes, Magnus, including the administrative control of SAP ERP Integration Projects.

Volunteer in social inclusion projects with the [redacted] and [redacted] Programs.

Native Portuguese | Advanced English | Basic Spanish | Basic Italian.

EDUCATION

Graduate's degree: Branding and Brand Management

Escola Superior de Propaganda e Marketing - São Paulo (2013)

Bachelor's degree: Business Administration

Universidade Anhembi Morumbi (2010).

Não traduza seu CV se não dominar o idioma! Um erro te desqualifica.
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Também quer modelar seu CV?
Entre em contato:
Para Inglêss Ler
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PROFESSIONAL EXPERIENCE

- [REDACTED] LTDA.
One of the largest media and entertainment conglomerates of the world with approx. 80,000 employees.
Senior Licensing Coordinator 01/2013 to date
- [REDACTED] LTDA.
Global leader in sports and multimedia entertainment with approx. 8,000 employees.
Financial and Treasury Analyst 07/2012 - 01/2013
Temporary Position - Manager on maternity leave
- [REDACTED] LTDA.
Swiss Pharmaceutical Company with approx. 12,500 employees.
Financial Analyst 06/2011 - 02/2012
- [REDACTED] LTDA.
Largest xxx manufacturer in the world with approx. 30,000 employees.
Accounts Payable Analyst 10/2008 - 10/2010
Licensing Analyst 12/2006 - 10/2008
- [REDACTED]
Second largest bottler of xxxxx products in the world with approx. 250,000 employees.
Treasury Analyst 01/2005 - 12/2006
Administrative Assistant 07/2004 - 01/2005
- [REDACTED]
Largest bottler of xxxx products in Brazil with approx. 5,000 employees.
Treasury Analyst 10/2002 - 12/2003
Temporary Position - Outsourcing project of the Financial department
- [REDACTED]
Global professional consulting service provider with approx. 210,000 employees.
Junior Treasury Analyst 03/2000 - 07/2001
- [REDACTED]
Company specialized in the management of self-service banking networks with approx. 1,800 employees.
Administrative Assistant 03/1997 - 02/2000

COMPUTER SKILLS

- Solid grasp of:
- | | | |
|-------------|-----------------|-----------|
| ✓ MS Office | ✓ MicroStrategy | ✓ Acrobat |
| ✓ SAP | ✓ Invision | ✓ Lotus |
| ✓ Selectica | ✓ Oracle | ✓ Magnus |
- Basic grasp of:
- ✓ Access
 - ✓ PhotoShop