JOANA SEM NOME E SOBRENOME

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OBJECTIVE: BRAND LICENSING

PROFESSIONAL EXPERIENCE AND QUALIFICATIONS

- 26 years of professional experience in the Administrative and Financial departments (Treasury, Accounts Payable, Credit and Collections, Internal Audits, Financial Planning) in national and multinational companies.
- 06 years of professional experience in the field of Brand Licensing at multinational companies.
- Experience in several branches of business, which has favored and enabled an extensive capacity for analysis, synthesis and the ability to take decisions that focus on the optimization of processes and results.
- Professional with an understanding of consumer products, branding, brand management, product development, strategic planning and negotiations.
- Worked in several segments, such as the Stationery, Toys, Electronics, Party Items and Packaging industries.
- Assisted in the monitoring and analysis of products and markets so as to identify opportunities and to develop, release and monitor products.
- Analyzed, monitored and controlled the financial aspects related to the management of categories and brands, including
 the gathering of the data required to support the strategic plans and the development of activity schedules related to
 annual budgets and quarterly reviews.
- Monitored and accompanied the fulfillment of actual x forecast, ensuring the accuracy of information, providing support in critical and managerial studies, highlighting items of relevance and suggesting corrective actions.
- Provided support and maintained direct relations with HQs (USA), regional offices (LATAM) and Licensees, supporting, improving and monitoring the compliance with business requirements.
- Dynamic and versatile profile, communicative, organized, proactive and committed to results.
- Extensive understanding of the management tools SAP, Selectica, MicroStrategy, Invision, Oracle, Lotus Notes, Magnus.
- Volunteer in social inclusion projects with the xxxxxx and xxxxxxx Programs.
- Advanced English.

ACADEMIC BACKGROUND

- Graduate's degree in "Branding and Brand Management" from the Escola Superior de Propaganda e Marketing Conclusion August/2013.
- Bachelor's degree in "Business Administration" from Universidade Anhembi Morumbi, Conclusion July/2010.

PROFESSIONAL EXPERIENCE

XXXXX XXXXXXXXXXXXXX XXXXXXXXXX LTDA.

JAN/13 TO DATE

One of the largest media and entertainment conglomerates in the world, of American origin and with an average of 80,000 employees.

Senior Licensing Coordinator

- Worked in the Stationery, Party Items, Packaging, Toys and Electronics segment, providing operational and commercial support to the Category and Licensee Manager.
- Coordinated all financial and administrative routines, including the interface with the Marketing, Trade MKT, Merchandising, Finance and the other Licensing departments.
- Assisted in the management and monitoring of activities related to the "Back to School" and Sales Incentive campaigns for Licensees, Distributors and Promoters.
- Responsible for maintaining and managing licensing contracts, in addition to drafting Business Plans for their renewal and negotiation.
- Monitored the sales performance of the licensees on a monthly and quarterly basis through the control and analysis of copyright reports.
- Provided support to quarterly sales estimates and reviews, in addition to drafting management reports with result indicators per Licensee, Franchise, SKU.
- Assisted in the prospecting and negotiation of licensing contracts for both new and existing partners, mapping and identifying
 potential opportunities within the category.
- Maintained daily contact with the regional offices (Argentina, Mexico and the USA), giving general support to matters relating to global, regional and local licensees.
- Controlled contractual samples, SKU listings and image databases.

Global leader in sports and multimedia entertainment of American origin and with an average of 8,000 employees.

Financial and Treasury Analyst (Temporary Position - Manager on maternity leave)

- Analyzed and submitted financial, tax and accounting documents into the SAP integrated system, including accounting classifications, tax analyses and withholdings (IRRF, PCC INSS, ISS).
- Analyzed and implemented all supplier and employee payment processes, including the transfer of an electronic file to the banks through the ERP system.
- Analyzed, controlled and cleared outstanding payments.
- Performed the daily bank reconciliation of the head office and the subsidiaries (average of 06 current accounts).
- Closed financial movements daily, providing essential data to the accounting and tax departments.
- Drafted management reports with the result indicators.
- Negotiated with suppliers and internal customers.
- Maintained the bank access of operators and approvers (logins, passwords, contracts in general).

XXXX XXXXXXXXX LTDA.

JUN/11 TO FEB/12

Swiss Pharmaceutical Company with an average of 12,500 employees.

Financial Analyst

- Analyzed and submitted financial, tax and accounting documents into the SAP integrated system, including accounting classifications, tax analyses and withholdings (IRRF, PCC INSS, ISS).
- Analyzed, controlled and cleared outstanding payments.
- Closed the Accounts Payable movements on a daily basis, providing data to the Treasury, Accounting and Taxation departments.
- Drafted management reports with the result indicators.
- · Negotiated with suppliers and internal customers.

XXXXX XX XXXXXX LTDA.

DEC/06 TO OCT/10

Largest xxx manufacturer in the world, of American origin and with an average of 30,000 employees.

Accounts Payable Analyst - Oct/2008 to Oct/2010 Licensing Analyst - Dec/2006 to Oct/2008

- Analyzed and submitted financial, tax and accounting documents into the ORACLE integrated system, including accounting classifications, tax analyses and withholdings (IRRF, PCC INSS, ISS).
- Analyzed and implemented all supplier and employee payment processes, including the transfer of an electronic file to the banks through the ERP system.
- Analyzed, controlled and cleared outstanding payments.
- Closed the Accounts Payable movements on a daily basis, providing data to the Treasury, Accounting and Taxation departments.
- Drafted management reports with the result indicators.
- Negotiated with suppliers and internal customers.
- Maintained daily contact with the regional office (New York/USA), giving general support to matters related to the Accounts Payable flow.
- Provided support to the Credit and Collections department with studies and the offsetting of key accounts.
- Managed brand licensing, coordinating the entire administrative and financial routine and advising General Management,
 Category Managers and Licensees on operational matters.
- Answered for the maintenance and administration of licensing contracts, proposal translations and the control of the entire royalty payment control process.
- Provided support to quarterly sales estimates and reviews, in addition to drafting management reports with result indicators per Licensee and Franchise.
- Maintained daily contact with HQ (Columbus/USA), providing general support to matters relating to revenue forecasts, manufacturing and corporate audits, collections and legal matters.
- Provided support in the analysis and management of the P&L area.

JUL/04 TO DEC/06

Second largest bottler of xxx products in the world, of Mexican origin and with an average of 250,000 employees.

Treasury Analyst - Jan/2005 to Dec/2006 Administrative Assistant - Jul/2004 to Jan/2005

- Analyzed and submitted financial, tax and accounting documents into the SAP integrated system, including accounting classifications, tax analyses and withholdings in conjunction with the Taxation department (IRRF, PCC INSS, ISS).
- Analyzed and implemented all supplier and employee payment processes, including the transfer of an electronic file to the banks through the ERP system.

- Analyzed, controlled and cleared outstanding payments.
- Closed the Accounts Payable movements on a daily basis, providing essential data to the Accounting and Taxation departments.
- Drafted management reports with the result indicators.
- Negotiated with suppliers and internal customers.
- Fully maintained the supplier and employee database.
- Maintained the bank access of operators and approvers (logins, passwords, contracts and trainings).
- Responsible for the entire administrative control process of the SAP BR-MEX Integration Project, including general support to all involved managers and technical consultants.
- Controlled and followed-up on all expenses of the SAP BR-MEX Integration Project, including the organization of the entire travel flow related to this project.

OCT/02 TO DEC/03

Largest bottler of xxx products in Brazil, of Brazilian origin and with an average of 5,000 employees.

Treasury Analyst (temporary Position - Outsourcing project of the Financial department)

- Analyzed and submitted financial, tax and accounting documents into the SAP integrated system, including accounting classifications and the auditing of employee expenses.
- Analyzed and implemented all supplier and employee payment processes, including the transfer of an electronic file to the banks through the ERP system.
- Analyzed, controlled and cleared outstanding payments.
- Closed the Accounts Payable movements on a daily basis, providing essential data to the Accounting and Taxation departments.
- Responsible for the conciliation of indebted customers, friendly and judicial debt collection procedures.
- Monitored and controlled supplier contracts.
- Provided direct support to the Coordinator of the department.
- Drafted management reports with the result indicators.
- Negotiated with suppliers and internal customers.

MAR/00 TO JUL/01

Leading professional consulting service provider in the world with an average of 210,000 employees.

Junior Treasury Analyst

- Responsible for the daily reconciliation and analysis of all current accounts, including HQ and subsidiaries (average of 12 accounts).
- Performed the accounting classification of expenses and issued invoices.
- Controlled, audited, released and paid internal accounts.
- Provided service to internal customers and suppliers.
- Provided direct support to the Supervisor of the department.

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MAY/97 TO FEB/00

Company specialized in the management of self-service banking networks, of Brazilian origin and with an average of 1,800 employees.

Administrative Assistant

- Controlled the petty cash, including the closing and submission of the daily financial movements to HQ through the Magnus Integrated system.
- Responsible for all accounts payable processes related to the building maintenance expenses of the subsidiary.
- Led the team of office boys, coordinating all street, banking, collection, distribution and delivery services of domestic mailings, controlling and managing the mailings from the postal services.
- Provided support in the quotations, analyses and purchases for the general maintenance of the subsidiary.
- Managed general service provision contracts.
- Controlled the budgetary costs of the subsidiary.
- Legalized subsidiaries and points of service (Banco24Hours kiosks) in conjunction with various public bodies, in addition to maintaining their entire database with the integrated system Oracle.
- Provided Help-Desk services, controlling the opening, follow-up and closure of building maintenance, safety and general services tickets.

LANGUAGES:

- **English:** Advanced fluency (Reading, Writing and conversation).
- **Spanish:** Basic fluency (Reading, Writing and conversation).
- **Italian:** Basic fluency (Reading, Writing and conversation).

COMPUTER SKILLS (PC and MAC OS)

- Extensive grasp of: MS Office, SAP, Selectica, MicroStrategy, Invision, Oracle, Acrobat, Lotus and Magnus.
- **Basic grasp of:** Access and PhotoShop.