

JOANA SEM NOME E SOBRENOME

Rua xxxxx, xxx - xxxxxxxxx - São Paulo - SP - CEP xxxxx-xxx

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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 xxxxxx 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 XXXXXXXXXXXXXXXXXXXXXXXXXXXX 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.

XXXXX XXXXXXXXXXXXX XXXXXX XXXXXX LTDA.**JUL/12 TO JAN/13**

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 XXXXXXXXXXXXX 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.

XXXXXX 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.

XXXXXX XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX XXXXX**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.

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.