

OVERVIEW

An experienced trade show and event marketing coordinator in the beverage industry.

- International and domestic trade show coordination and event planning experience
- High level of proficiency with sales administration and marketing operations for Food Drug Mass and Club channels.
- Developing key constituent relationships with customers and suppliers
- Key associate as it relates to immediate cross-functional coordination for field sales team, marketing, production and logistics
- Individual with the ability to adjust and adapt in a rapidly changing environment, with a positive attitude
- Energetic individual with desire for growth and new challenges
- Strong work ethic; excellent interpersonal and communication skills

PROFESSIONAL EXPERIENCE

International Coffee Trading, LL. - Coral Gables, FL

A coffee company that markets specialty and traditional coffees. Consumer brands include Marques de Paiva gourmet coffees, Mr. Coffee Premium Coffee and private labels for Wal-Mart and Sam's Club. The company is the international headquarters of Cafe Bom Dia, one of Brazil's largest coffee producers.

Sales Administration Manager (07/06 - 11/08)

- Provided sales reporting, promotional spend tracking & customer relationship management support to sales executives
- Coordination and supervision of product sampling events
- Staffed trade shows and special events (Europe & U.S) for new product launching
- Maintained updated Price List, Specification Sheet, and sales forecast grids
- Work with Marketing manager and vendors to coordinating and scheduling seasonal promotions and product launches.
- Collaborated with Logistics and Production in supply chain management pertaining to retailers' order shipment requirements

Operations Manager & Marketing Support (07/03 - 07/06)

- Facilitated organizational development for the newly founded company
- Provided administrative support in all functionalities of the company including Account Receivable, Account Payable, Logistics, Sales, Marketing and Business Development
- Improved product awareness & customer support within organization by creating a Q&A document for the brand
- Staffed trade shows and special events (Europe & U.S) for new product launches
- Design a gourmet coffee themed 20x20 trade show booth within 2 months
- In charge of all brewing equipment purchases. Expert knowledge of commercial brewing equipment
- Planned travel and hotel accommodations for corporate events

Sam Robin Interior Design - Miami Beach, FL

A1 designer catering to celebrities & prominent individuals throughout Europe, US & the Caribbean, specializing in custom designs in residential, commercial space planning, water crafts and airplanes.

Operations Manager & Design Assistant (08/96 - 06/03)

- Established and effective operational procedure
- Managed Account Receivable, Account Payable, Payroll, Purchasing and Customer Relations
- Represented the company in many hi-end network events.
- Assisted in Antique certification, purchasing and refinishing
- Coordinated all trades activities pertaining to final "installations"
- Maintained Inventory of all fabrics and accessories
- Work with General contractor in getting all design components implemented according to the Architectural plans
- Performed job-site inspections and met with city inspectors for final permit sign-offs
- Track & budget project expenses

Lincoln Road Partnership, joint project with the City of Miami Beach – Miami Beach, FL

A non-profit organization established to oversee Lincoln Road's reconstruction phase and retail development. Serving as a liaison between the business owners and the City of Miami Beach – Public Works Department

Site Assistant to Project Manager (08/94-06/03)

- Provided daily construction reporting to Construction Manager and the City of Miami Beach, Public Works representative
- Maintained attendance sheet for labourers
- Assisted in the planning of weekly meeting with retail space owners
- Tracked construction timeline and completion progress
- Assisted in planning and execution of promotional events for Lincoln Road's retail owners
- Worked with Marketing Department in public communication initiatives including the creation and distribution of an announcement newsletter

EDUCATION

Microsoft Specialist course (Excel & PowerPoint) (2008)

Miami Dade Community College – Construction Management (1991-1993)

North Miami Beach High (1987)

SKILLS

Computer Knowledge: Microsoft Word, Excel, PowerPoint, Outlook & SAP

Bilingual: Fluent in English and Spanish. Full understanding of Portuguese