**Ana Araújo**

Business Development l Project Manager l International Sales Advisor & Training lana.araujo21@gmail.com l +351916448445

Summary

**International Marketing and Sales Executive** with experience in EMEA and North and South America markets. Made part of several **international business processes** (B2B/B2C).

Successful **project manager** being responsible for evaluation, providing feedback and coordinate teams to improve sales teams, customer service, innovation process and management teams. CRM/ERP development and implementation.

Developing and performing training programs for sales and marketing teams in international environment building competitiveness and strength. Customer service and supplier experience with excellent communication skills both written and verbal with a flexible approach.

KPI ´s assessment and control for business strategy. Multi-cultural negotiations skills.

Demonstrated ability to study and observe modern industries trends. Event planning experience (b2c/b2b) while managing different teams/departments.

Comfortable in a fast-pace work environment and able to turn my hands to a variety of jobs daily. Willing to lead from the front and happy to roll up sleeves and help out.

Fluent in Portuguese, English, and Spanish.

Experience

**EMEA Brand Ambassador l Business Development Advisor at Texmarque/ Piermont**

May 2015 – Present (2 years) l Fashion Industry

Managing assigned geographic sales areas or product line to maximize sales revenues. Current operating with markets EMEA. Successful business partnerships establishment with high street and iconic European brands. Expanded networking within fashion and licensing industry (factories, stores, brands, journalists). Support and advisor for sales strategy design as support of management team.

**Client Manager & International Business Manager at Kstationery\***

September 2014 - Present (2 years and 4 months) l Stationery l Licensing industry

Managing assigned geographic sales areas or product line to maximize sales revenues. Current operating with markets EMEA. Operate as the lead point of contact for any and all matters specific to customers. Identify new potential clients within international markets. Collaborating with different departments to develop sales strategies to improve market share in all product lines assuring that products match client’s expectations.

**Project Process Manager at Market Access**

December 2012 - March 2015 (2 years 4 months)

KPI and visual data presentation for key decision makers of organizations acting as key decision making within the organization for resources and projects planning. Identification, analyzes and improvement of existing business processes within the organization to meet new goals and objectives: increasing performance, reducing costs, accelerating schedules. Monitoring company re-branding project with weekly reports demonstrating evolution and phase’s completion control.

Key project manager in brands promotion events planning in a wide number of industries and different countries targeting including international guest coordination and support.

Build international sales departments in different organizations: support in priority market selection, clients profile definition, sales team profile and team training for strategy implementation. Start-up brands support: internal organization, marketing and communication plan development, definition of target distribution channels, development of strategy presentation for business angels, retail partners and frequent working closely with buyers around the world for products sales.



**International Business Executive at Market Access**

September 2009 - March 2015 (5 years 7 months)

International Business Development for several companies in fashion, stationery, retail, food and IT industries reaching new markets and significant sales goals for clients.

Local partnerships selection and negotiation support in both European countries and US for clients in different industries from sourcing chain planning and procurement, customer service skills, supplier contact and monitoring. Receiving great recognition for organising, preparing and arranging promotional materials and displays, by my excellent communication skills both written and verbal with a flexible approach.

Sales pitching with organizations of all sizes. Helding meetings with all levels within companies: executive teams, CEOs, CFOs developing presentations, market intelligence/trends, reports structure and practical data collection.



**English/Spanish/ Portuguese Speaking Service Developer at SGS**

August 2008 - February 2009 (7 months)



**Marketing Assistant in IT industry at Idonic - People & Electronic**

February 2008 - July 2008 (6 months)

Support in company communication strategy. Assisted web site, catalogue renewal process: briefing development for supplier implementation, monitoring project implementation. Support on brand strategy development.

Education

**IMF Business School**

Master em Direção e Administração de Empresas (MBA), Business Administration and Management in Fashion

Main subjects: Management strategies l Accounting background l Financial management l Digital Marketing l Sales development l Human resources l Managing the change process within organizations l Leadership l Communication: internal and external l Coolhunting: market and trends analysis l Branding l Marketing tools in fashion l Entrepreneurship guidelines l Product development

**University of Southampton (top 20 in UK)**

Language and Business Administration (BBA)

Main subjects: Management Information Systems, General Languages Human Resources, Business

**Universidade de Aveiro (Nº 1 in Portugal/ Top 100 Worldwide)**

Languages and business, Strategic Management, Enterprise Communication, English, Spanish, Mandarin, Marketing, IT tools

Certifications

Manager Training Series by Crestcom International, LLC