

# Victoria Mercado-McGinley

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## Summary

Bilingual professional, passionate about people; serving, team building and improving lives. Driven to create strategies that combine expertise in communications and marketing that build and maintain healthy customer relationships, promote brand awareness, generate internal and external support and endorse value to stakeholders.

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## Skills

- Effective communicator with a creative mind and attention for detail.
  - Keen project planner with proven skills leading projects and people; comfortable working as a team or independently in a fast-paced environment.
  - Client Relationship Management, Negotiation and Customer Service.
  - Adept to B2B and B2C Marketing and Sales.
  - Business Event Planning and Coordination.
  - Social Media Strategies
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## Experience

### Marketing and Sales Manager Comfamiliar Atlántico

03/2017- 01/21  
Barranquilla, Colombia

- Leader in creation of the Sales department, recruitment and training of personnel, and worked closely with software company developing a tailored Sales and CRM software.
- Worked collaboratively with other departments, successfully strategizing and conducting internal and external communication, marketing and sales campaigns.
- Encouraged transversal communication actions, processes and strategies between departments to generate favorable results through teamwork.
- Held a dual position as the company's retail store and warehouse manager overseeing the daily operations of the store.
- Negotiated with suppliers to achieve optimal prices for customers, developed and implemented community outreach strategies such as fairs, events, promotions and brand activations to promote engagement; while strengthening relationship with clients creating a sense of community.
- Created and executed the commercial calendar, renovated graphic image of the brand, implemented internal and external communication strategies, implemented visual merchandising strategies, and supervised the design of new layout and consequent store renovation.
- Continued education in Customer Service, developed and implemented customer service strategies and service training for sales assistants. Led a team of 8 people.
- Worked collaboratively with Credit and Communications Departments to develop personalized credit strategy for customers to facilitate acquisition of products, resulting in increased sales, brand awareness and customer relationships.

### BRAND MANAGER Mass Digital

8/2016 - 12/2016  
Bogota, Colombia

- Worked collaboratively with graphic designers, UX experts, Project Managers, and Backend Developers with the goal of managing digital channels to create user experiences that transform businesses by generating leads and building brand awareness.

- Responsible for Loyalty Rewards programs, E-COMMERCE strategies, Social Media Strategies, CRM implementation, and email marketing.
- Conducted analysis of consumers, customers, and competitors with the goal to formulate a strategic vision that develops significant results for the expansion of the brands.

**COMMERCIAL ASISTANT (MA Internship Program)**

**09/2015 - 02/2016**

**BASF Espanola S.A.**

**Guadalajara, Spain**

- Responsible for commercial administration of national and international clients (European Union, Asia and the Middle East), actively assisted the Sales Manager.
- Updated products in SAP software which included monitoring supply of materials; such as finished products, additives, samples, packaging, and unrelated materials.
- Successfully created the Commercial Assistant Manual to ensure an efficient introduction and integration process for future employees while maintaining a positive customer experience.

**COMMUNICATIONS ANALYST**

**05/2013 - 02/2014**

**CROWE Colombia**

**Bogota, Colombia**

- Introduced, designed, and wrote Internal/External campaigns using the firm's strategic plan as the basis for developing themes and content to promote competitive advantages, brand awareness while maintaining strong relationship with clients, employees and stakeholders.
- Created content for the company's website; Responded to media inquiries, kept internal and external audiences up to date with events, the organization in order to maintain a positive reputation and brand image.
- Supported departments by summarizing material and data, generating recommendations, keeping our internal and external audiences up to date with relevant information about tax code and law.
- Responsible for Community Management, Public Relations, and coordination of logistics for National and international events.

**Education**

Masters in Marketing and Sales Management  
EAE Business School - Madrid - Spain  
October 2014-June 2015

Marymount School  
Barranquilla, Colombia  
August 1990-June 2006

Corporate Communications and Journalism  
Universidad Del Norte. Barranquilla,  
Colombia - July 2006-September 2011

**Languages**

English: High proficiency, bilingual  
Spanish: Native

**Certifications and Notables**

- Vice President - Alumni Board Member Marymount School, Barranquilla. 2018-2020
- Proficiency with Microsoft Office products: Word, Excel, PowerPoint.
- Innovation Management Certification: Level 1 Innovation Associate- Global Innovation Management Institute.
- Customer Service Cycles - Comprehensive training process to humanize Customer Service. Hechos y Datos Colombia. Barranquilla, Colombia.
- ACTÍVATE Certification - Digital Marketing course, Google.
- Basecamp - Project management solution and team collaboration tool.
- Guru -Teams and time management tool.
- SAP COBALT Z2L
- EFQM Congress - Resilience and Coaching. Bureau Veritas, Madrid, Spain.
- Marketing course, Pontificia Universidad Javeriana. Bogotá, Colombia.
- Strategic Management and strategies for Corporate Communication, Pontificia Universidad Javeriana. Bogotá, Colombia.

- Corporate Social Responsibility course.  
Chamber of Commerce of Bogotá,  
Colombia.