

# LIÈGE MARTINS DE QUADROS OLMOS

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## OBJECTIVE: Marketing & Communication Management

### PROFILE:

- Proactive, hands-on, communicative, sense of urgency, commitment, entrepreneurial thinking.
- Fluent English and Spanish. French studies. Native Portuguese.
- Digital Inspirer with an expressive number of engaged followers worldwide.
- Professional with solid experience in the segment of smart cities, artificial intelligence, as well as heavy construction machinery and equipment such as Asphalt Plants, Aerial Platforms, Cranes, Excavators, Rollers and Pharmaceutical industry.
- Experience in business development in the USA.
- Extensive knowledge and experience in the area of marketing, including strategic marketing, digital marketing, branding, competition monitoring, relationship marketing, sector analysis (opportunities and threats), lost sales, forecast analysis, market share, market research, strategic and tactical planning.
- Product launches in Latin America and in the United States, experience in social media (Instagram, Twitter, Facebook, You tube, Tiktok) and creation and planning of website and blog.
- Experience in organization of trade shows and events in Brazil and abroad (United States, Latin America, Europe and Africa) and edition & coordination of business magazine focused on customers, representatives and Government agencies;
- Experience in negotiating with vehicles and media; experience in development of job reports in Brazil and abroad; and experience in select foreign trainees to Brazilian companies, preparation of budgetary frameworks (strategic planning) and skill in the treatment of most people approach and different social and cultural levels.
- High knowledge of computer tools (Advanced Excel, Windows, Word, Power Point), Aliceweb, Pentatransaction, Corel Draw, Photoshop and the Internet.

### EDUCATION:

**2008** Postgraduate MBA in Financial and Accounting Management - FGV ( Getulio Vargas Foundation)

**2005** Postgraduate MBA in Marketing - ESPM (School of Higher Education in Advertising & Marketing)

**2004** Graduation in Business Administration - UFSM (Federal University of Santa Maria)

### PROFESSIONAL EXPERIENCE:

#### WiseMoving Technologies Corp

**2016-2022**

*Focused on delivering technology innovations and solutions within the parking industry, WiseMoving - an American Company - brings to North America an enhanced parking experience with greater visibility for the parking user.*

**Function:** Marketing Director

#### Assignments:

- Business Development ( Responsible for identifying the opportunity to bring the SmartParking Technology, from New Zealand to the USA);
- Support the CEO in the process of opening a company in the USA;
- Create branding awareness;
- Run the company's office in the USA ( the CEO is based in Brazil);
- Search new technologies in the Smart City umbrella to make partnerships.
- Straight relationship with Swiss and UK Partners.
- Monitoring strategic markets. Annual strategic marketing planning, preparation and control budget for marketing and sales ;
- Company's website and Social Media Account creation and management.
- Creation of the Animation Video in English and Spanish;
- Organizing & planning events in the field of Smart Cities, Mobility and Transportation.

- Run the branding strategy of the company ; Represent the company with the class institutions like IPMI (International Parking and Mobility Institute), NPA (National Parking Association), FTPA (Florida Transportation and Parking Association);
- Member of the Marketing committee of FTPA;
- Pricing, Mark -up , Business Intelligence;
- Production of RFPs proposals;
- Sales back office.

## IT'S UP TO ME LIFESTYLE PLATFORM

2015- CURRENT

*Initially it was a lifestyle blog with daily posts about Etiquette, Travel, Wine & Dine, Beauty & Health and Opinion. Now, due to the success it became an Instagram account - @li\_olmos - with a huge number of followers.*

**Function:** Lifestyle Inspirer

### Assignments:

- Reach of over **455,000 people**;
- Top five engaged audience: Brazil, USA, Australia, France and Mexico;
- Age ranges 35-44 and 25-34;
- Communication and promotion of brands worldwide in an organic way;
- 2015 Launch of the **bilingual blog: It's Up to Me ( www.itsuptomeblog.com )**, with daily posts on etiquette, health & beauty, fashion, travel, gastronomy and events;
- 2016 Finalist of the **Best South Florida Lifestyle Blog Award**, The Blogger Union - South Florida Bloggers Chapter.;
- Attendance at the most important Fashion Weeks: NYFW 2015, 2016 and 2017, Miami Swim Week 2015, 2016 and 2018, London Fashion Week 2017 and Paris Fashion Week 2019;
- Creator of IGTV series: "**Tacinha com Li**"- Drinks with Li ( translated to English) which addresses contemporary themes, "**In the Kitchen with Li Olmos**" (recipes) and "**Those who do not remember the past is doomed to repeat it**" (about culture and history with behavioral insights.) ;
- Hosting and promotion of several lives, during the pandemic, with high quality content, ( entrepreneurship, emotional intelligence, Latin American market, burnout, travel, etc.), in order to entertain and inform the audience;
- Hilton Honolulu Campaign - Hawaii, 2019;
- Quintana Roo ( Mexico) Tourism Campaign, 2017;
- Campaign for Champagne Veuve Clicquot, in 2019, in Reims, France;
- Front row of Jeremy Scotch Fashion Show - 2017, along with important influencers such as Italian Chiara Ferragni and American Paris Hilton;
- Organic audience.

## RPH GROUP

2013

*First Brazilian Pharmaceutical Private appropriate to the activities of production, distribution and marketing of sets reactive , also classified as radiopharmaceuticals .*

**Function:** Marketing Coordinator

### Assignments:

- Bring to Brazil innovative drugs for therapy diagnosis through partnerships with major international players, including USA , France, Belgium and India;
- Start exports to Latin America and Hong Kong ;
- Monitoring strategic markets. Annual strategic marketing planning, preparation and control budget for marketing and sales;
- Re-architecting the company's website;
- Organizing & planning events in the field of nuclear medicine and radiopharmacy;
- Run the branding strategy of the company;
- Represent the company with the class institutions like ANVISA, Brazilian Society of Nuclear Medicine, Interfarma;
- Pricing, Mark-up, Business Intelligence .

## Terex Roadbuilding Latin America

2008 - 2012

Company of TEREX Group - American conglomerate that includes over 50 companies, today is part of the select team of the three largest suppliers of equipment for building roads and paving in the world.

Function: Marketing Executive

### Assignments:

- Analysis of lost sales, market share, sales projects, create and coordinate campaigns to launch products in **Latin America and the United States**, produce and deliver **business, sales & product presentations** to customers and dealers from Latin America and Africa and negotiating **advertising** in industry magazines worldwide.
- **Strategic monitoring of competition**, through tools like Aliceweb, Pentatransaction and strategic comparisons of products;
- Annual **strategic marketing planning**, development and control of **budget for marketing and sales**;
- Re-architecting the company's website, as well as maintenance, management and feeding site and even **Social Media** (twitter and youtube); guide and control ways of using the **visual identity** of Terex; development of **job reports, press releases, statements, advice press releases and announcements**, and organization & planning of **trade shows and events in Latin America, USA, Africa and Europe**;
- **Edition, publishing and coordination of the quarterly magazine "Terex on the Road"** sent to customers, partners and dealers, and **edition of product brochures and technical presentations**, and creation of **Development trainings** to senior and middle management.

### Main Results:

- **Creation and implementation of a management system** for network to the dealers of Terex Roadbuilding Latin America, where the entire process that was once manual is now online, allowing sales managers and directors have an overview and specific the performance of each region, as well as greater security and accuracy of information.
- Creation of Dealer Manual which contained all the information about **brand guidelines, code of conduct of the company, contacts, financial instructions**. In short, it is the physical version of the Dealer Portal.
- **General Catalogue of products** with specifications, photos, videos and presentations of each product;
- Rebuilding of the company's website with complete focus on the customer;
- Represent the company at entities and industry associations, as ABIMAQ, SOBRATEMA, AMCHAM;
- Organizing & planning events in partnership with governmental entities in Brazil and Latin America, as the State Government of RS and Gobernación Bolívar / Venezuela.

## OTHER EXPERIENCES:

### Localiza Rent a Car

2005 - 2007

Car rental for individual and corporate.

Function: Customer service

### Assignments:

- Negotiation of rates, deadlines and vehicles, support in opening affiliates in the State and public service and sales of leases for individual persons, always offering the best alternative to achieve customer satisfaction, seeking excellence in the provision of services.

### Uglione S/A

2004 - 2005

General Motors Vehicle dealership - Santa Maria/RS

Function: Marketing Intern

### Assignments:

- Tactical marketing planning for the period of one year.

### Santa Maria Shopping

2002 - 2003

Center Mall - Santa Maria/RS

Função: Marketing Intern

### Assignments:

- Also worked in the Financial, Operational and Administrative areas.
- Worked with Relationship Marketing.
- Participated in senior management meetings for suggesting administrative adjustments.
- Developed strategic planning for the marketing actions for 2004.

- Implemented market strategies of price, product/service, place, and promotion.
- Conducted market research in order to identify the shopping mall's customer profile as well as took satisfaction surveys at its Food Court.

**Banco do Brasil**

**2003 - 2004**

*Financial Institution*

**Function:** Office Assistant

**Assignments:**

- Opened accounts for Individuals, provided customer service in general, marked times to sell insurance; Did collections (reduction of default payments), Approved credit/debit cards, Corrected and updated customer records.

**COURSES AND AREAS OF KNOWLEDGE:**

2015 Business English -Talk International School - Miami

2012 French Level 1-French Alliance - Porto Alegre

2009 Market Performance in Customer Focus-Industrial Marketing School - São Paulo

2005 Entrepreneurship-SEBRAE

2005 Financial planning and Analysis -SEBRAE

2005 How to sell More and Better-SEBRAE

2005 Guidance for credit-SEBRAE

2004 Rural Management (Agribusiness) - SANTA MARIA

2004 Come Aumentare La Competitività Della Piccola e Media Impresa - UFSM/Associação Italiana.

**ADDITIONAL INFORMATION:**

Brazilian, Married, 39 years old, working Mom. Availability to travel.