



IVONNE ADRIANA ROMERO VARGAS

ACCOUNT EXECUTIVE AND INSTITUTIONAL ALLIANCES

PROFILE PROFESSIONAL

Precise marketing professional who undertakes complex assignments, possesses practical knowledge managing and developing merchandise management that involved superior skills in applied pre- sales and up-selling services. Applies strong planning and communication skills to guide a team of key trends as well as search engine to identify online tendencies. Operates with a strong sense of feedback for the customers. Highly capable to review options for getting the most value out the service. Fluent in Spanish

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CONTACT

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KNOWLEDGE

B2B
MARKETING DIGITAL

SKILLS

- LEADERSHIP
- BARGAINING POWER
- ASSERTIVE COMMUNICATION
- recursion
- INNOVATION
- TEAMWORK

ACADEMIC TRAINING:

CENTRAL COLLEGE
Mercadology Professional
(2010)

NEW KENNEDY SCHOOL

Academic
Bachelor(2004)

FURTHER TRAINING

- SEMINARI LEADERSHIP DIGITAL BY GOOGLE (27 AGOSTO 2012)
- CONSUMER PSYCHOLOGY
- AGILE TEAM MANAGEMENT COURSE
- SALES FORCE COURSE
- CONTENT MARKETING
- INTRODUCTION TO DIGITAL MARKETING
- DATA VISUALIZATION AND HISTORYTELLING
- SEMINAR AT MAXI MARKET AND SUPERMARKETS BY SENA AND FENALCO
- SENA FOOD HANDLING COURSE
- INTERMEDIATE EXCEL COURSE
- ADVANCED EXCEL COURSE
- WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

EDIZIONI AF (SCHOOL ARSUTORIA)ACCOUNT EJECUTIVE
August 2014- ACTUALLY

ROLES:

- Business closure
- Create and maintain strategic alliances with public and private institutions
- Realization of BTL events and organization of fairs in Colombia

ACHIEVEMENTS: Position the Arsutoria school in Colombia

AVIATUR S.A
ACCOUNT EJECUTIVE
June 2016-March 2017

ROLES:

- Close business
- Coordinated strategies to engage and increase corporate standards services with Aviator, guaranteeing adherence to resolve problems solutions.
- Managed agreements with suppliers make our as airlines, hotels and transportation and different corporate outlets

ACHIEVEMENTS: Creation of corporate manual and induction from Vice-president Corporate Travels.

IMPACT MODELS COLOMBIA, B TWO PLANNERS, IMAGICO.
December 2011 - December 2015

ROLES:

- Work with several brands marketing to develop and execute logistics, build brand awareness.
- Provide clear guidance to create creative teams by, analyzing it and creating relevant surveys.
- As a result of the new strategies the company increases it sales and brand positioning.

ACHIEVEMENTS: Recognition for my performance and engagement in achieving the management in Colombia for the events of the brand