

RETAIL SALES CONSULTANT

Summary

Join a Company that allows me to add my knowledge, values and professional experience to its staff in order to serve its customers while meeting and surpassing Company expectations and engaging in tasks that promote challenge, accountability and both personal and collective improvement. Willing to relocate.

Highlights

Word, Internet, Windows, Power Point, Microsoft Office, and PhotoShop.- PC and Mac platforms.

Experience

08/2014

Retail Sales Consultant Company Name - City , State

01/2011 to 01/2014

Communications, Public Relations & CSR Manager Company Name - City , State

- Media, Community and strategic Public Relations.- Corporate Social Responsibility.
- Artist Management.
- Coordination and production of events.- Social Media accounts creation and management.
- Photography and video production for Social Media channels
- Managed crisis communications.
- Established effective working relationships with clients, government officials and media representatives.
- Planned and publicized events, including negotiating vendor contracts and designing promotional materials.
- Press conferences, media tours, in-stores, and special events.

01/2011 to 01/2012

Communications, Public Relations & Development Manager Company Name - City , State

- Host of television program 'Del Campo a la Mesa'.
- Production assistant.
- Established effective working relationships with clients and media representatives.
- In charge of sponsorship and establishing commercial alliances.

01/2008 to 01/2011

Communications, Public Relations & CSR Manager Company Name - City , State

- In charge of all internal and external communications.
- Company spokesperson and ambassador.
- Responsible for all forms of Media, Community and Government Relations.
- Coordination and production of events.
- Responsible of developing and establishing strategic alliances with groups and agencies including the Office of the First Lady, the Puerto Rico Chamber of Commerce, Women's Advocate, the Puerto Rico Police Department, Family Department, the Ponce Museum of Art, and the Puerto Rico Museum of Art.
- Responsible of all Corporate Social Responsibility public initiatives.
- Responsible of establishing alliances with community-based and non-profit groups, including United Way, American Cancer Society, the American Red Cross, Boys & Girls Clubs, Habitat for Humanity, Deaf Community, and Fundaci3n Comunitaria, among others.
- In charge of store opening ceremonies and protocol.
- Launching of new products and services.
- Press conferences, media tours, in-stores, and special events.
- Development of strategies to promote traffic and increase sales.
- Responsible of obtaining more than \$800,000 in solid publicity every year.
- Media training for employees and store managers.
- Local development and launch of corporate programs, including: Recycling of Electronics, Employee Business Networks ['Best Buy Pride' and 'Women's Leadership Forum'], and the '@15' youth program.

07/2005 to 07/2008

Media Relations Manager Company Name - City , State

- Concept and implementation of brand image building and strengthening strategies to enhance and build corporate executives image and brand image.
- Development and implementation of both internal and external communications for the Walmart, Walmart Supercenter, Sam's Club and Amigo Supermarkets retail chains.
- Responsible of obtaining more than \$700,000 per year in positive, solid publicity.
- Writing of press releases and official statements.
- Corporate news supplements, targeted newsletters, and brochures for both internal and external audiences.
- Worked closely with the Walmart Foundation (charities and community empowerment).
- Writing of key messages and communications strategies for crisis prevention (internal and external).

- Coordination and production of events.
- Publicity efforts for the launching of new products and services.
- In charge of identifying success stories, press conferences, media tours and special events as well.
- Helped launch Walmart's Sustainability Program, including the creation of alliances within both public and private sectors.
- The Communications Plan supporting the program led Walmart to receive the Zenit Environmental Award, granted by the Puerto Rico Chamber of Commerce.
- Launching of the \$4 Prescriptions pharmacy program.
- Developing of key messages and delivery of official statements to the media.
- Helped on the coordination of the annual emblematic benefit events 'Fiesta de la Vid' and the 'Amigo 10K Race.'
- Launch and supervision of a reforestation program to give away more than 100,000 trees.
- The program surpassed expectations establishing a strong alliance between the Company and the government's Natural and Environmental Resources Department.
- Developed a brand identity, including a distinctive graphic style and tone, for all company communications.
- Established effective working relationships with clients, government officials and media representatives.
- Developed and managed Walmart Puerto Rico's first employee communications system to distribute company news and critical information.

01/2002 to 07/2005

Business News Reporter Company Name - City , State

- Coverage of the Retail, Sales, Marketing, and Manufacturing industries.
- Also writing of Politics, Community, and Human Interest articles and reports.

01/2000 to 01/2002

Business reporter / Supplements writer Company Name - City , State

- Full coverage of the Advertising, Marketing, Media, and Public Relations industries.
- Also in charge of Business People Profiles, special reports and front-page stories.

01/1997 to 01/2000

Editor/Writer Company Name - City , State

Education

1996

Bachelor of Arts : Communications University of Puerto Rico - City , State

1990

High School Diploma : General Studies Ramón Power y Giralt - City , State

Languages

Bilingual (Spanish and English).

Skills

Writer; Editor; Public Relations and Media Relations; Photography and graphic arts; Event coordination; Journalist; Researcher; Analyst; Business strategist; Singer, songwriter & musician.