

CARMEN E. FUENTES

MANAGEMENT AND MARKETING PROFESSIONAL IN TRAVEL RETAIL & LOCAL MARKET

CONTACT

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EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY – December 2011

BACHELOR'S DEGREE – BUSINESS ADMINISTRATION

Double major: **INTERNATIONAL BUSINESS AND MARKETING**

Minor: **FRENCH CULTURE AND LANGUAGE**

Certificate: **IMPORT & EXPORT MANAGEMENT**

LANGUAGES

ENGLISH 

SPANISH 

French 

SKILLS

PERSONAL/BUSINESS – Customer service, professional demeanor, excellent work habits, work independently and in group settings, great verbal and written communicator, detailed and goal oriented, self-started.

COMPUTER – Microsoft Office. Proficient in a variety of computer software: AX, Computer Ease, Yardi, Lotus Notes, QuickBooks, and SPSS.

PROFESSIONAL EXPERIENCE

INVICTA STORES D.B.A. RETAILING ENTERPRISES, LLC – Hollywood, FL

March 2019 – March 2020

FIELD MARKETING MANAGER

- Increased stores sales on key days by developing a Tiered Event Strategy for stores events.
- Organized, managed and monitored VIP Events and stores' performances closely.
- Worked closely with the Merchandising to ensure both strategies were aligned with the brand expectations.
- Managed projects at store levels and supervised the internal store evaluation platform.
- Attended and Co-organized the Invicta Cruise.
- Partnered with mall marketing teams for brand presence and completed market visits as needed.

HKG DUTY FREE – Doral, FL

October 2018 – December 2018

BUYER (LIQUOR-TOBACCO)

- Analyzed reports for forecasting and processing orders.
- Performed pricing analysis to ensure competitive RSP.
- Worked closely with the graphic team for stores' Marketing content and handled Merchandising.
- Visited stores and ensured POS and personnel alignment to company's guidelines.

DUTY FREE AMERICAS, INC. – Hollywood, FL

June 2017 – October 2018

MARKETING COORDINATOR (LIQUOR-TOBACCO) | BUYING & MERCHANDISING DIRECTOR'S ASSISTANT

- Ran and analyzed sales reports and performed pricing analysis.
- Managed and renewal Billboards contracts and vinyl's production.
- Processed Liquor Bill-Back for key account, Diageo and handled marketing for all divisions.
- Responsible for contacting and initiating basic product negotiation with prospect brands.
- Maintained and ensured tobacco visuals and transparency floor plans updated and up-to-date in all stores.
- Coordinated DFA's Annual Charity Event and annual managers meetings.
- Managed B&M Director's meeting agenda, travel arrangements and expenses.

ESSENCE CORP. – Miami, FL

January 2013 – May 2017

MARKET COORDINATOR TRAVEL RETAIL AMERICAS

- Managed over 30 accounts (airports, borders, in-flights, and cruises) in NAM, SAM and CAM.
- Analyzed clients' orders and sales to generate business opportunities.
- Handled promotional calendar and monitored promotions results.
- Communicated to clients the updated price lists and aided A/P when needed.
- Analyzed BAs performance, processed BAs salaries, commissions and gratis.
- Partnered with A/R for allocation of funds.
- Prepared Client Sheets and acted as liaison between customers, suppliers and marketing.

LVMH Fragrances, CHRISTIAN DIOR – Miami, FL

June 2012 – December 2012

CUSTOMER RELATIONSHIP MANAGEMENT (CRM), INTERNET & MEDIA LATAM ASSISTANT (LOCAL MARKET) – INTERSHIP

- Performed market studies and forecasted LatAm market tendencies for optimization of the department's strategy.
- Monitored and studied existing E-commerce sites and evaluated potential E-commerce sites with interest in Dior products.
- Requested Media Plans and supervised their implementation.
- Oversaw consumers' data gathered from stores on a monthly basis, and kept track of digitalized data.
- Responsible for Dior's Newsletters (NL) Calendar for LatAm and NLs translations (Spanish and Portuguese).
- Uploaded material to diorlatina.com for easy accessibility for Area, Brand, and Store Managers and managed packshot library.
- Maintained record for CDs (TV spots, visuals, media materials) received from Headquarters (France).