

STELLA LEAL

BUSINESS DEVELOPMENT AND CUSTOMER SUCCESS

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Summary

Marketing professional with 9 years of experience in fast-moving consumer goods global companies and tech startups. I am looking forward to utilizing and expanding my client-centric communication and negotiation skills to build customer relationships and partnerships in the B2C market.

Professional Experience

CarVi, Inc.

San Francisco, USA

Business Development Manager

Sep 2017 - current

Auto-tech startup in Series A stage with Samsung Ventures as lead investor

- Partnership development:
 - o **Built go-to-market strategy plan** with goals, deadlines, and KPIs.
 - o Designed and tailored presentation decks according to the type of the customer.
 - o Created the **pricing table** and sales projection for internal and external stakeholders.
 - o Identified leads from social media and conferences, connected and built strong relationships with them.
 - o Presented the solution in various meetings to potential partners.
 - o **Negotiated price**, NDA term and conditions, and POC implementation with partners and customers.
 - o Utilized CRM software to track customer acquisition and sales funnel.
 - o **Outperformed 60 new leads** in the US and South America generating potential opportunity of \$50 million in contracts.
- **Public speaking** in several events for 80+ people.
- Cross-functional planning and coordination of employee engagement activities.

Marketing and Events Manager

Sep 2017 – current

- Built cross-channel **marketing strategy**.
- Founded a monthly Autonomous Cars event, which boosted targeted brand awareness and **created a community** with members from major industry players such as Google, Ford and Sequoia Capital. Partnered with speakers from renowned companies for the events.
- Developed promotional campaigns on Eventbrite, MailChimp, Meetup, and different social media channels.
- Regulated **events' budget**.
- Created, edited, published and managed community content on LinkedIn and blog.
- Formulated programmatic paid marketing campaigns on Google Ads.
- Enabled monthly newsletter on MailChimp with the design team, performing **35% open rate**.
- Analyzed performance on social media and website performance on Google Analytics.
- **Managed 2 international teams** of top-tier university students with Asana.

Marketing and Research Intern

May 2017 – Aug 2017

- Composed market research including branding, competitive analysis, and **identified opportunities in new markets**.
- Performed social media and built paid campaigns increasing brand awareness.
- Managed email marketing campaign to reconnect with previous and qualified leads generating **13% conversion rate**.

Mall Online - Vintage Collectible Lux Pens, Office and School Supplies

São Paulo, Brazil

Business Development Operations Specialist

Nov 2015 – Jul 2016

E-commerce founded in 2003 rated 4.9 stars.

- Implemented an automated and an integrated system for invoice generating, inventory management and customer email-notification.
- **Influenced the purchase decision** by managing the inventory of +5,000 items.
- Dispatched the inventory and showcased reduction of \$35,000 product loss.

- Launched products catalog on the **top 3 Marketplaces** in Brazil.
- **Maximized revenue by 5%** 2016 vs. 2015.

Colgate-Palmolive

São Paulo, Brazil

Category Management Coordinator

Oct 2014 – Jun 2015

Fortune 500 company – Top 10 Fast-Moving Consumer Goods in the USA

- Coordinated and advised **to create effective retail** space management within assortment definition, planogram, price, promotion and exhibition of products of hyper and supermarkets in oral and personal care categories.
- Built and **retained partnerships** with Account Executives and customers in the progress of strategic plans for category management within the Trade Marketing team.
- **Identified the root of the problems** and implemented innovative solutions to obtain better outcomes.
- Aligned and verified the **category management best practices** within all areas involved: Consumer and Trade Marketing, Sales and other departments.
- Created analytical dashboards within market trends, customers, and total category data.
- Educated and evaluated the Merchandising team on the exhibition of products at the point of sale (POS).
- Led meetings with customers to introduce the new category management plan.
- Executed the 1st Brazilian soaps category management project, **leading to 20% revenue growth in 6 months**.

Customer Development – Sales Coordinator

Jul 2013 – Sep 2014

- Advised Account Executives of the **37 largest nationwide** retail chains.
- Designed an automated Excel report to analyze weekly sales KPIs in all regional markets.
- Collaborated with Sales Managers to build sales forecasting.
- Enabled and monitored external and internal campaigns with Brand Marketing, Catman, and Trade Marketing teams.
- Contacted agencies for printed ad design based on the guide and strategies of the channel.
- Designed charts of market share analysis using Nielsen system to be distributed to all levels in the company.
- Analyzed and verified Colgate products prices and comparing to internal strategy with competitors.
- Tracked and monitored the **distribution of the new product** launch in each territory.
- Consolidated merchandising circular and informed the Merchandising team about the extra points negotiated in the supermarket chains.

Rockwell Automation

São Paulo, Brazil

Sales Operations Coordinator

Nov 2011 – May 2013

Fortune 500 company – Industrial Automation and Information Technology

- Provided customer relationship assistance to **global accounts** and navigated end-to-end internal orders.
- Reviewed customer compliance guides to verify that all requirements and deadlines were accurately captured on the customer's record in the ERP system.
- Coordinated with Sales, Legal, Logistics and other teams to ensure answer questions and resolve issues related to contracts requirements are met, and requests are efficiently moving through internal processes.
- Created and maintained sales Excel KPI reports on a weekly and monthly basis.

Education

University of California, Berkeley

2017

Graduate Certificate - Management and Business Track, Global Business and Marketing

Berkeley, USA

Universidade Presbiteriana Mackenzie

2015

Bachelor of Business Administration

São Paulo, Brazil

Skills and Interests

Bilingual (English & Portuguese)

Learn about new cultures and places

Woman's groups member: *Latinas in tech* and *Expat woman*