



Melissa Gil Albizures

PERSONAL OBJECTIVES

I am a person that seeks excellence, quality and efficiency in every task/project assigned to me. I am passionate about investigating and acquiring knowledge and tools that will help me become a better professional in the future.

ACADEMIC BACKGROUND

KELLOGG EXECUTIVE EDUCATION

Certificate in Product Strategy
(2020)

UNIVERSIDAD DE CHILE / QLU UNIVERSITY (PANAMÁ)

Master in Marketing
(2016 - 2018)

ISEBA BUSINESS SCHOOL - BARCELONA

Financial and Stock Markets Specialty
(2012)

UNIVERSIDAD FRANCISCO MARROQUÍN

Entrepreneurial Engineer
(2010 - 2013)

WORK EXPERIENCE:

ADMINISTRATIVE MANAGER

Laboratorio de Cosméticos y Droguería Krismell | June 2021 - Present

Location: Guatemala

- Evaluate and develop business opportunities based on market analysis.
- Seek profitability in new business lines.
- Define and coordinate the marketing strategy of each product (online and offline)
- Actively support product development.
- Coordinate and evaluate suppliers.
- Seek product opportunities with international partners.
- Develop and coordinate the commercial strategy with different types of customers.
- Evaluate and define prices strategies for each product line.

MARKETING COORDINATOR

Escuela de Negocios UFM (GT & PAN) | August 2019 - May 2021

Location: Guatemala

- Design, planning and execution of the annual marketing strategy. Define an annual communication plan for each of the master's programs in each geography (5 programs in Guatemala and 4 programs in Panama) under a defined budget. Management and implementation of the marketing budget.
- Constant study of the context/insight of need in higher education with the purpose of aligning the strategy of each program and generating value for potential students.
- Coordination of promotional campaigns for different objectives: launching of new initiatives, communication for promotion, brand awareness in both geographies, among others.
- Maintenance and coordination of new implementations in the websites for both geographies.
- Coordinate the creation of creative pieces for all types of communication.
- Coordination of promotional activities and / or initiatives in each of the master's programs. Management of initiatives to achieve objectives.
- Planning, management and coordination of online advertising with support from external agencies. Responsible for results and optimization.
- During this position, I was in charge of the CRM migration (from HubSpot to Salesforce), being the Business Contact in the development of the project.

PROJECT COORDINATOR

Facultad de Ciencias Económicas UFM | October 2018 - July 2019

Location: Guatemala

- Assistance to the director of the Entrepreneurial Engineering career in meeting academic objectives.
- Design, coordinate and execute initiatives to improve the experience of the students of the Entrepreneurial Engineering career.
- Review of results on the performance of professors or academic initiatives.
- Support in academic coordination of the career: revision of the curriculum, coordination of professors/assistants and organization of the final project of the career.
- Planning and follow up of purchases of materials and/or infrastructure necessary for the activities of the career.
- Support in initiatives to promote the Entrepreneurial Engineering career (design of activities, support in informative material, etc.).

MARKETING EXPERT / DISTRIBUTORS TEAM

Hilti Latin America | January 2017 - December 2017

Location: Panama

- Preparation and management of price lists for all products in the Latin American distributors segment.
- Design and promote initiatives to improve the shopping experience and the service provided to distributors in the region. Tropicalize and promote corporate strategies for end customers in local distribution teams.
- Provide support in the analysis of the impact of commercial initiatives in the different countries of the region.
- Preparation, monitoring and control of sales reports including an analysis of the performance of each of the product lines. Performance review of business strategies throughout the year.
- Provide transparency and optimization in the commercial operation with the teams of distributors in the region.
- During this position, I participated in an optimization project to automate the purchase order process in SAP system. The objective was to reduce operating expenses and reduce the high number of returns due to errors in order entry.

GENERAL ACCOUNTANT AND TAX ANALYST

Colgate - Palmolive | July 2015 - October 2015

Location: Guatemala

- Responsible for the elaboration of the Financial Statements of all the operation in Nicaragua.
- Monitor and control expenses accounts. Investigate major variations in expenses accounts. Develop and report action plans to improve these accounts.
- Responsible for preparing and executing the tax payments for Nicaragua. Follow up any fiscal requirement.
- In charge of preparing all the documentation needed in internal or external audits.
- Prepare all corporate financial reports for Nicaragua.
- Prepare and process all vendor payments.

CREDIT AND COLLECTION ANALYST

Colgate - Palmolive | June 2014 - June 2015

Location: Guatemala

- Follow up and comply with the policies and procedures for a good management of accounts receivable for Panama and El Salvador.
- Support and provide a good service to sales executives through analysis and balance integrations such as part of collection procedures.
- Analyze and evaluate the risks of the client portfolio.
- Watch over the maintaining of correct payment application, careful review of receipts and keeping the account clean stream.
- During this position, I participated in an optimization project to implement electronic payments to suppliers.

GENERAL ACCOUNTANT ASSISTANT

Colgate - Palmolive | February 2014 - May 2014

Location: Guatemala

- Support the processes of the integrity of the accounting and financial information of the company, applying the fiscal guidelines and corporate policies.
- Give support to the countries of Guatemala and Costa Rica in Accounting Processes.
- Provide support in payment procedures, tax registration and monitor external and/or fiscal audit requirements.
- Control the billing process for POP material, communicating to management the expenses incurred at the Central American level.

OTHER ACTIVITIES

PROFESSOR AND ASSISTANT

Facultad de Ciencias Económicas UFM | January 2019 - Present