

GABRIELA A. CERTAD

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PROFESSIONAL SUMMARY & OBJECTIVES

Degree in advertising with a Master in Business Administration, Master in HHRR Management and Master in Accounting, with experience in the area of Social Media, Marketing Communications, brand ambassador, events and Graphic Design, capable of handling different tools and creativity to create planning systems, development and monitoring of activities with direct and mass media advertising. Design and distribution of advertising materials. Responsible for management of budgets, realization of events and corporate videos, Goal-Oriented professional able to face challenging situations to achieve the goals.

PROFESSIONAL EXPERIENCE

2023 – Actual BRAND AMBASSADOR AND SALES ASSOCIATE, MKTG-Diageo. FL

- Provided utmost customer service with extensive knowledge of Diageo's product portfolio
- Successfully launched new products in an experiential marketing environment to further enhance brand awareness
- Communicated information to customers about product quality, value and style.
- Collaborated with customer service team members to give exceptional service throughout the entire shopping and purchasing experience.
- Built customer confidence by actively listening to their concerns and giving appropriate feedback.
- Educated customers on product and service offerings.
- Helped customers select products that best fit their personal needs.
- Worked together with co workers to ensure overall visitor satisfaction
- Submitted detailed, accurate reports for inventory, payroll hours, and material used.

2018 – Actual BRAND AMBASSADOR, Michele & Group Modeling and Talent Agency. FL

- Educated customers of some about Heineken Silver, Heineken 00, Ole Smokey, Lolea Sangria, Tito's Handmade Vodka, via one-on-one interaction to increase the sales of these products.
- Cultivated and sustained positive working relationships with customers and staff members of Bloom.

2020 – 2022 ADMINISTRATIVE AND MARKETING MANAGER, Start Car Inc., Allapatah, FL.

Administrative Manager:

- Accounting action like, process all the invoices to the system and made the monthly expense report with proposed strategies to improve profits.
- Entry of vehicles to the inventory system, with its characteristics and costs.
- Tracking of use and purchase of daily use products, such as office and cleaning supplies.

- Title Clerk actions like, Process paperwork on a time basis, prepare & submit all legal transfers of documents to the DMV with taxes and titles, verify all documents are signed and completed properly and deliver of tag to the customer to finish the process.

Marketing Manager:

- Development of corporate social responsibility material, to educate customers about prevention signs and vehicle maintenance.
- Capture of product photos and detailed photos of each of the vehicles for advertising use (website, social media and different sales platforms).
- Elaboration of different promotional arts for the dealer's social media, following the established brand guidelines.
- Purchase of promotional material for physical promotion of the dealer, such as balloons, flags.
- In charge of checking the descriptions of the vehicles, photos, costs and sale price to the public at the moment of publishing it in any social network of the dealer or advertising platform.
- Graphic development of branding for the dealer.

2018 – 2021 BRAND AMBASSADOR, Talent Tree. FL

- Educated customers of some about Fords Gin, via one-on-one interaction to increase the sales of these products.
- Cultivated and sustained positive working relationships with customers and staff members of Bloom.

2017– 2020 MARKETING MANAGER, Damon Autoparts Corp., Doral, FL.

- Development and maintenance of web pages for Procomp, AMP and Damon brands for Venezuela in HTML5 with SEO Development, taking in count the Guide lines of each brand.
- Brand promotion and dissemination of promotions or specials through e-mail blast. Design, monitoring, follow ups and statistics about the e-mail blast, following the different brands guidelines.
- Discovered, negotiated, and secured new customers to increase the sales and the portfolio of the company for Latin-America specifically Venezuela, Colombia and Chile, generate content for customers and promotional designs for your social networks, video production and editing.
- Development of corporate social responsibility material, to educate customers about the language, names and important parts for the world of the 4x4.

2017 – 2018 BRAND AMBASSADOR, Double Eagle Imports, FL

- Educated customers of some about Rudo Tequila, Damiana Liqueur, Tecnico anejo via one-on-one interaction to increase the sales of these products.
- Cultivated and sustained positive working relationships with customers and staff members of Bloom.

2014 – 2017 MARKETING COORDINATOR, EntrelneasNet Corp., Doral, FL.

- Discovered, negotiated, and secured new customers to increase the portfolio of the company, generate content for customers and promotional designs for your social networks, video production and editing.
- Make monthly reports for each customer on the result of work done in each of their social media,
- Established new social media team including Content Developers, SEO Specialists, and Media Technicians that grew clients web presence.
- Kept abreast with the latest publication marketing strategies and developed new social media campaigns to increase brand influence.
- Initiated a series of integrated marketing campaigns for events including email, print, digital, outdoor and social media analysis, like Santa Barbara Airlines and Mega Shows Corp.
- Designed & crafted marketing & e-marketing materials on a range of projects, for brochures and advertisements; ensured uniformity in the brand language for the promotional brands.

2013 – 2014 BRAND AMBASSADOR, Cervecería Polar. Valencia, Vzla.

- Educated customers on product and service offerings by Cervecería Polar (Pomar Wines).
- Helped customers select the alcoholic beverages that best fit their personal needs.
- Received promotion, then trained and supervised 2 junior employees
- Responsible for analyzing and developing improved CRM strategies to increase marketing and sales metrics on monthly basis.
- Submitted detailed, accurate reports for inventory, payroll hours, and material used

2012 – 2013 MARKETING COORDINATOR, Marak Adventure Sportswear, Valencia, Vzla.

- Increase brand awareness through the management of different social medias and media publications.
- Monitor the implementation of the new website, director of the creation of the new catalog of clothing and brand briefing.
- Responsible for driving sales through various marketing proposals, including the search for partners and potential sponsors enforcing the goals and values of the brand.
- POP management, corporate gifts, generating weekly and monthly reports of the department.

2011 - 2013 GRAPHIC DESIGNER, G.C 24 Communications, C.A, Valencia, Vzla.

- Development of arts, for: business cards, social networks, magazines, stores IDs, information manuals, user manuals, labels of various products as well as organizing an information campaign in their graphics.
- A portfolio of clients, among which we can mention: “Mayor de Repuestos Tamaya”, “Super Autos Group” and “Vepsa Group”.

2007 - 2010 MARKETING COMMUNICATIONS AND TRADE, Michelin Group, Valencia, Vzla.

- Calculated monthly and annual advertising investment, made by the national competition, for reporting to Central, advertising analysis and drafting the necessary briefing strategies.
- Modifications in designs arts using programs like Photoshop and Corel-draw.
- Supply stores identified with POP, brochures, displays and monitoring facade changes along the lines of the brand.
- Excellent communication between partners - distributors. Coordination of corporate toast in several cities where the best technical workers were rewarded in 2008.
- Videos In Company: Allied Bib 2008, Michelin PRSE of Venezuela, SA 2009. Coordination of various actions for the event, which is part of PRSE, called the Junior Bike Michelin, held in Valencia in 2009.
- Implementation of PRSE in notebooks delivering road safety in cities, Greater Caracas, Valencia and San Cristobal, in 2010.
- Visits to all the dealers identified at national level, where through a system of tables, images and report.
- Identified and determined the needs of each of the stores nationwide, which in any case was placed as a goal improvement in 2011 and eliminating other identification for some, in 2010.

EDUCATION

- 2018** **MILLENNIA ATLANTIC UNIVERSITY, Miami FL**
Master in Business Administration
Master of Arts in Human Resource Management
Master in Accounting
- 2011** **UNIVERSIDAD ALEJANDRO DE HUMBOLDT, Venezuela**
Bachelor in Advertising
- 2010** **UNIVERSIDAD ARTURO MICHELENA, Valencia, Venezuela**
Bachelor in Journalism (Concentration: Audiovisual)

INTERNSHIP

- 2009** **MARKETING COORDINATOR, Súper Autos Group, Valencia, Venezuela**
Responsible for advertising, Videos and Catalogs

TRAININGS, SEMINARS AND CONFERENCES

- 2015 Social Media Management by Universidad de Alicante.
2011 Course "Graphic Techniques" by Digital Design Center.
2008 NLP Workshop in sales by Management Solutions.
2008 Training Workshop on "Digital Animation I" by FundaCibess.
2008 Workshop creative thinking by Management Solutions.
2008 1st International Congress of Marketing and Sales by Gerenglob.
2008 Workshop of Creative Thinking by Management Solutions.

2007 Management "Sales and Marketing" by Carabobo University.
2007 Conference on "Strategies of Human Resources and Labor" by Carabobo University
2006 Seminar "To all advertising." by Global - EVENTS.
2006 Global Management Forum Advertising and Marketing by Gerenglob.

PROFESSIONAL REFERENCES

Start Car Inc, FL.

- **David Chacon** – General Manager
Cell-phone: 786-916.4892
E-mail: dchacon@start-car.com

Damon Autoparts Corp.

- **Javier Mendez** – Former Sales Manager
Cell-phone: 954-907.5556
E-mail: salesautoclubdoral@gmail.com

Distribuidora Canarias

Juan Torres – Former Manager
Cell-phone: 786-899.6905
E-mail: juantorresgil@gmail.com

EntrelineasNet Corp

Alfredo Cedeno - Client
Cell-phone: 786-488.0964
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