DANIELLA ALEXIM ROMANO

PERSONAL PROFILE

I am sales passionate person. For me, to sell is to build a trust relationship with your customers and partners. My tools to achieve that goal are my communication skills and empathy for others.
I like to be in direct contact with clients and be a link between them and the company.

AREAS OF EXPERTISE

- Relationship Building
- Account Management
- Client Acquisition/Retention
- Negotiation Skills
- Business Communication
- Client Engagement

CONTACT INFO

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LinkedIn: /daniellaromano
Address: Rua Américo Alves Pereira Filho, n 523 - apto 132
Real Parque - São Paulo, Brazil

WORK HISTORY

Sales Manager LATAM

Cybex, June 2019 to Present
São Paulo, Brazil

- Responsible for managing 10 countries in Latin America (Uruguay, Chile, Argentina, Brazil, Paraguay, Bolivia, Peru, Colombia, Ecuador and Panama).
- Identify new go-to-market opportunities (distribution and direct sales) for Goodbaby International's group brands (Cybex, gb and CBX).
- Promote Cybex, gb and CBX brands to 8 distributors and to more than 100 retailers.
- Responsible for opening new accounts in the region.
- Monitoring and implementation of more than 150 SKUs in LATAM.
- Negotiation of pricing and sales terms with distributors and retailers.
- Responsible for product training to distributors and retailers.
- Strategy development focused on improving the relationship with customers and partners.
- Management of customer relationship (social media and website).

Sales Manager Brazil

Cybex, June 2018 to June 2019
São Paulo, Brazil/Bayreuth, Germany

- Responsible for identify new ways to operate in Brazil.
- Responsible for implementing a new brand from Goodbaby International's group in Brazil (CBX).
- Promote the brand to the distributor and retailers by developing materials, organizing events and monthly training.
- Negotiate pricing and sales terms with the distributor.
- Creation of marketing content for Cybex Brazil Facebook Page.

Marketing and Sales Coordinator

Steelcase, September 2015 to March 2018
São Paulo, Brazil

- Identify new market opportunities.
- Develop sales strategies in tandem with marketing department.
- Develop and provide quotations.
- Identify, research and contact new market channels.
- Negotiate pricing and sales terms.
- Responsible for holding events such as mock-ups, move in days, visits to the showroom and external events.
- Creation of marketing content to use for social media purposes.
- Manage the marketing budget.
- Social Media management.

Marketing Intern

Steelcase, September 2014 to December 2014
São Paulo, Brazil

- Development of marketing and communication materials for clients.
- Responsible for creating content for Steelcase Brazil page on Facebook and Instagram.
- Responsible for holding events such as customer's visits, Mock-ups, Move in Days.
- In charge of the showroom environment by creating a memorable experience for customers.

Sales Consultant

Daslu, August 2011 to November 2013
São Paulo, Brazil

- Provide the best customer experience for customers and potential clients.
- Achieved sales of approximately $1500-$3,000 daily.

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ACADEMIC BACKGROUND

Escola Superior de Propaganda e Marketing (ESPM)
Short term course in Luxury Market Segmentation

• January, 2020
• São Paulo, Brazil

Fundação Getúlio Vargas (FGV)
Specialization course in Trade Marketing and Key Account

• August, 2015 to December, 2015
• São Paulo, Brazil

Fundação Armando Alvares Penteado (FAAP)
Bachelor's Degree - Business Administration

• February, 2011 to December, 2014
• São Paulo, Brazil

Colégio Santo Américo
School/ High School Graduation

• January, 1997 to December, 2008
• São Paulo, Brazil

SKILLS & INTERESTS

• Entrepreneurial spirit.
• Hands-on Profile.
• English - Advanced Level
• Spanish - Advanced Level
• Excel – Advanced level.
• Powerpoint – Advanced level.
• Illustrator – Advanced level.
• Photoshop – Intermediate level.
• Access – Basic level.
• VBA – Basic level.
• Salesforce.
• SAP CRM.

AREAS OF INTEREST

• Sales.
• Branding.
• Retail.
• Customer Experience.