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Aptitudes principales

E-commerce

Sales Management

Marketing Management

Laura Camila Olaya Suza

Senior Sales Executive at iFood Colombia

Bogotá

Extracto

I stand out for my abilities to create marketing and communication strategies focused on increasing productivity and meeting established goals. I can solve problems, negotiate and find effective internal and external communication channels with suppliers and clients. I do market analysis that allows me to make the sale of a product or service more effective. I have commercial and customer loyalty experience in e-commerce and retail.

Experiencia

iFood Colombia

Regional Senior Sales Account Executive

noviembre de 2020 - Present (10 meses)

Bogotá, Distrito Especial, Colombia

In charge of the acquisition of medium and large restaurants such as:

DLK Group, Andrés Carnes de Res, Madre, 7 Cabras, Llorente, Pesquera Jaramillo, among others.

Increase the relevant offer within the application to attract new users.

Create alliances and stable commercial relationships with allied restaurants.

Management, monitoring, and growth of medium and large accounts.

Salesforce main tool: reporting, analysis, account cleaning, lead creation.

Uber

Account Executive

enero de 2020 - noviembre de 2020 (11 meses)

Bogotá D.C. Area, Colombia

Increase the number of offers within the application through commercial alliances generated with restaurants.

Management, supervisión, and growth of the small, medium, and large accounts.

Make commercial offers to restaurants that allow sales growth in the application.

Generate new business leads for present and future negotiations.

Monthly closings of 20 to 30 new restaurants.

Management, monitoring, and growth of the small, medium, and large accounts.

Groupon Latam

1 año 10 meses

Gastronomy Trainer

febrero de 2019 - enero de 2020 (1 año)

Bogotá D.C., Colombia

Responsible for training the new commercial team in the gastronomy category and supervising the progress of the Commercials of the Cities Vertical different teams.

Account Representative Hunter/Farmer Role

abril de 2018 - enero de 2020 (1 año 10 meses)

Bogotá, Bogotá D.C. Department, Colombia

Supervise and coordinate the area deals planning, in such a way that it achieves growth goals efficiently and adjusted to the monthly planning.

Portfolio management with more than 300 partners, including accounts such as Tramonti, Casa Brava Jungla Kumba, Buffalo Wings, Balsamico, Jeno's Pizza, Mundo Aventura, Bodytech, among others. (Restaurants, Gyms and Amusement Parks)

Attract new partners who want to display their services to millions of people. Develop solid relationships with partners in the assigned territory and expand the network of contacts to increase sales.

Make commercial offers and negotiate campaigns that allow us to close contracts and work together with our partners, achieving benefits for all. Management of beauty accounts, gastronomy, tickets, recreation, and services.

I obtained recognition for sales fulfillment in August and September 2019, having a closing of the month of 155% and 117% respectively.

PULL&BEAR

Store Manager

junio de 2016 - septiembre de 2017 (1 año 4 meses)

Bogotá, Bogotá D.C. Department, Colombia

In charge of the men's department for Pull & Bear Calle 82, Bogota, Colombia.

Realization of weekly and monthly commercial reports

Monitoring and compliance with daily and monthly budgets.

Personnel management (15-21 people)

Revista Fucsia

Fashion Stylist Intern

diciembre de 2016 - febrero de 2017 (3 meses)

Bogotá, Bogotá D.C. Department, Colombia

Winner of the "Guest editor" contest, where I was in charge of the fashion production of the 189th edition of Fucsia Magazine (one of the most important fashion magazines in the country). In charge of the stylist and creative proposal.

Educación

LaSalle College

Fashion Marketing And Communication, Fashion
Merchandising · (2014 - 2018)