**Cátia Cristina Leite**

14686 Rue Lirette, Pierrefonds, Québec - H9H 5E7

Phones : 514-661-6415 / 514-675-1549

E-mail : [catia.leite@hotmail.com](mailto:catia.leite@hotmail.com)

***Resume***

* MBA in Business Administration;
* Extensive knowledge in marketing activities, specially in product launching and brand awareness;
* Large experience in Point of sales team management;
* Management of social medias;
* Relationships with trading partners (Intel, Microsoft and AMD) to ensure the best marketing plan;
* Good organizational skills, sense of initiative, highly adaptable;
* Good team player;
* Languages: Portuguese, English and French.

***Education***

Diploma in Technical College Administrative 2015 - 2018

College LaSalle, Montreal/ Canada

MBA in Business Strategic and Economic Management 2011- 2013

Getúlio Vargas Foundation, São Paulo/ Brazil

Bachelor in Social Communication – Advertising 1995 - 1998

São Judas Tadeu University, São Paulo/ Brazil

***Languages***

Portuguese, English and French

***Professional Experience***

**MARKETING MANAGER**

**Philco Informática (Britânia Home appliances), São Paulo/ Brazil 2011 -2014**

- Focusing on demand generation;

- Tracking inventory and sales;

- Point of sales teams Management and restructuring;

- Development Incentive campaigns to create sales team loyalty;

- POS Brand Introduction;

- Partners Budget Implementation and Control (AMD / INTEL / MICROSOFT);

- Brand Management, maintaining the identity and visibility to the consumer;

- Web Site Development and social networks (Facebook, Twitter, Instagram, etc.);

- Events development and management;

- Media Plans online and offline;

- Management of agencies accounts.

**MARKETING MANAGER**

**Duchas Corona, São Paulo/ Brazil 2010 - 2011**

- POS Team Management (3 coordinators and 105 promoters) - For the best performance;

- Sell-out analysis;

- Composition of sell-out targets;

- Budget Control and optimization;

- Development of Incentive campaigns to sales team;

- Events development and management;

- Media planning to brand awareness;

- Online media development.

**TRADE MARKETING MANAGER**

**AOC, São Paulo/ Brazil 2007 - 2010**

- Trade Marketing Retail Management (4 Coordinators Trade Marketing and 120 promoters);

- Sell-out development and implementation;

- Development of opportunities and relationship programs to the final consumer;

- Integration of Marketing and Sales activities;

- Analyse and implement the best products positioning;

- Events development and management;

- POS materials development according to the share needs;

- Guarantee a good exposition for all products at the point of sales;

- Relationship and direct negotiation with the main retailers.

***SENIOR TRADE MARKETING ANALYST (DISTRIBUTION CHANNEL)***

*Lexmark, São Paulo/ Brazil 2006 - 2007*

***SENIOR TRADE MARKETING ASSISTANT (DISTRIBUTION CHANNEL)***

*Epson, São Paulo/ Brazil 2004 - 2006*

***MARKETING ASSISTANT***

*Três Comércio de Publicações, São Paulo/ Brazil 2003 - 2004*

***SENIOR MARKETING ASSISTANT***

*Gradiente Eletrônica, São Paulo/ Brazil 1998 - 2003*

***ADMINISTRATIVE ASSISTANT***

*Tec Toy Indústria de Brinquedos, São Paulo/ Brazil 1997 - 1998*

**CERTIFICATIONS**

- ESPM São Paulo, Brazil / Incentive Marketing 2010

- ABA São Paulo, Brazil / Workshop: III ABA Trade 2009

- ESPM São Paulo, Brazil / Trade Marketing 2006

- ADVB São Paulo, Brazil / Merchandising in Point of Sale 2004

- ADVB São Paulo, Brazil / Relationship marketing 2004

- CPLAN São Paulo, Brazil / Project management 2002

- Integração São Paulo, Brazil / Financial math 2001

References will be provided upon request