



FERGIE PARADA
 TRILINGUAL MARKETING & LOGISTICS MANAGER
 3 YEARS OF PROFESSIONAL EXPERIENCE
 LOOKING FOR A LONG TERM CONTRACT

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PROFESSIONAL EXPERIENCES

2013-2014 : LOGISTICS PROJECT OFFICER

SFR | Telecommunications | Saint-Denis | 10 Months

- Coordinate warehouse' production line automation project and logistics provider change.
- Review several studies concerning pool distribution to reduce operational costs
- Optimize physical and computational flow between internal and external partners
- Stock management and litigation
- Assess best alternatives in routing process

2012-2013 : JUNIOR TRADE MARKETING

Philips France | B2B Lighting | Suresnes | 1 year

- Participate in product launching activities and events
- Contact with the sales force
- Evaluate marketing mix for strategic products
- Take part in professional trade fairs
- Create printed and web marketing material for distributors
- Prepare weekly and monthly activity reports
- Ensure commercial roadmap's accuracy
- Update Executive dashboards to measure performance

2011-2012 : MARKET MANAGER & COM ASSISTANT

LeasePlan France | Financial Services | Rueil | 1 year

- Contribute to the development of multiples-market segments (e.g. multi-channel marketing, retention strategy, loyalty surveillance, promotional actions)
- Prepare documentation for tenders bids and participate in selection of contractors
- Conduct competitive intelligence, benchmarking and comparative business analysis
- Update company's website in collaboration with the advertising agency
- Launch bi-annual challenges and monitor results

2008 : INTERNATIONAL MARKETING ASSISTANT

Celumania LTDA | Advertising Agency | Colombia | 3 months

- Assay the company's export potential
- Identify weaknesses in company's processes and management
- Determine market entry strategy and international marketing plan

2003-2008 : STORE MANAGER

Dy Crap's sport | Retail | Colombia | 4 months per year

- Coordinate sales team (10 people): organization and distribution of tasks, schedule management, recruitment, integration and training of newcomers
- Negotiate with suppliers to buy seasonal goods
- Outline seasonal collections (summer and winter)

EDUCATION

2014

Pantheon-Sorbonne University (France)
 Master in Logistics

2013

ISEE Paris (France)
 MBA International Business & Marketing

2012

Rosario University (Colombia)
 Business Management

2011

Rosario University (Colombia)
 International Business Administration

2010

ESC Montpellier (France)
 Bachelor in Business Administration

2005

Ponchatoula High School / Rosario (US)
 International High School

LANGUAGES AND I.T



Mother
 Tongue



Intermediate
 3 levels



Bilingual
 TOEIC 965



Operational
 Proficiency



Bilingual
 DELF B2



Operational
 Proficiency

INTERESTS

Cultural Journeys

Trips to America and Europe (20 countries)

Dance

Classic, Latin and folkloric (8 years)

Humanitarian

Los Santos Angeles
 Telethon 2012

Competitions

Global Management
 Challenge 2014

Events

Congress, seminars,
 Shows

Sports

Basketball and
 football (3 years)