

MURIELLE CALMES MENDIETA

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International Trade and Marketing. Ten years experience in Sales, Marketing and Business Development as well as products and Brand Positioning in retail, consumer products and services industry. Strategic and analytical profile as well as results-oriented through measurable growth.

A multilingual executive who has worked in three different continents gaining experiences and knowledge in a multicultural environment and local challenges.

WORKING EXPERIENCE

INVERSIONES STARGAMES S.A.C

Lima, Perú

Peruvian Group, owner of 5 casinos throughout Lima. Machines and parts Importer. Machines leasing Business

Purchasing Manager

(March 2017-June 2018)

- Negotiation, contracts design and follow up with suppliers (everything from basic maintenance tools, machines acquisition, trip to London Gaming Show to select machines to import, parts and pieces etc.).
- Interaction and coordination with Casino Managers and Suppliers, Head of HR and Legal Departments.
- Liaise with local institutions to achieve compliances with laws and sector regulation.

SINOSWISS INSPECTION Co., Ltd an affiliate of COTECNA INSPECTION S. A

Lima, Perú

International Swiss company, world leader in quality control for International Trade. More than 100 offices through 60 Countries.

Business Representative

(April 2011–March 2017)

- Sales development for Asian affiliates (China, India, Thailand, Korea, Malaysia, Sri-Lanka) and management of representative office in Peru
- Full consulting on international trade to Peruvian importers from searching factories, negotiating payment terms, transport and delivery on site to generate trust and loyalty from customers as well as contribute to their growth.

Branding and Marketing Developer

(July 2009 – March 2011)

- CRM with existing customers and cross selling of services, China-Peru operations supervision. Organization and participation in trade fairs in order to increase number of clients.
- Creation of marketing and communication tools focused on every line of business to increase quality awareness.
- Communication actions, interviews and public relation to strength Brand positioning and promote Company.

SOLIDARNOSC UK LTD.

Shanghai, China

International English Company, manufactures and distributes liquors.

Business Developer for Asia Pacific Zone

(January 2008 - January 2009)

- Market research and feasibility for new offices opening to export products from China to neighbour countries.
- Identification, selection and negotiation with distributors, clients and potential business partners.

- Creation of implementation strategy as well as sales and marketing plan to enter new markets.
- Consulting on legal and financial aspect for new offices opening.

Account Executive (January 2007 – December 2007)

- Developing the brand in Shanghai, Beijing, and the North Region. Gained 44% of market share in the premium segment in China with sales growing by 50% every quarter.
- Dealing with Hotel Chain directly at a regional level: HIG group, Marriot, Starwood . Elaboration, execution and management of commercials offer and responsible for trade marketing within the outlets in order to position brand and secure sales.
- Negotiation and execution of commercial agreement to improve Brand positioning.

Brand Ambassador (October 2005 – December 2006)

- Entered main foreign restaurants and five-star hotels in Shanghai ensuring the presence of the product in 80% of five star hotels and 60% of high end venues.
- Negotiation with every outlet to optimize listing, branding and promotion to generate sales. Contributed to 20% of the year turnover
- Participated to marketing and communications events for accounts. International Account

IBM FRANCIA

Paris, France

International American Company of technology.

International Account Representative Assistant – Industrial Sector (September 2004 – September 2005)

- Responsible for attending request for IT equipment and post sales services. Direct coordination with supplier and business partners.
- Quality follow up and control on products and services with clients.

CONSULTING MISSIONS AND INTERNSHIPS

2009	Zhummir – Ecuadorian company- Consulting for products sales in China (spirits) - 3 months Shanghai, China
	Wine Culture – Hong Kong Company - Consulting for products sales in China (wines) to increase Brand awareness and optimize return on marketing events – 3 months in Shanghai, China
2003	Foster’s Group – Australian company– Internship in strategy and investment planning on Asian markets – 2 months in Melbourne, Australia
2002	Foster’s Group – Australian company - Internship in innovative sales channels according to local possibilities – 2 months in Ho Chi Minh City, Vietnam
2001	France Telecom – French Telecommunication company – Internship in post sale services and CRM towards B to B clients (call center) – 2 months in Creteil, France
2000	Orangina – French company – Internship in market research including consumer profile and financial analysis to enter in Latin Americans markets – 2 months in Paris, France

EDUCATION AND COURSES

2015-2016	CAP REUSSITE Multicultural Coaching – Lyon, France Management of multicultural teams and projects
2010	ADEX (Export Classes) – Lima, Perú Courses in International Trade (3 months)
2001-2004	INSEEC (International Business School) – Paris, France Bachelor of Science in International Business. International Trade and Marketing
1999-2001	IUT of Saint-Denis Paris XIII (Technological Institute of Sales and Marketing) – Paris, France.

Associate of Art in Sales and Marketing.

1998-1999 **French Baccalaureat** in Economics and Social Sciences in French school of Hanoi, Vietnam. Economics and Social Sciences

LANGUAGES

- French (fluent)
- Spanish (fluent)
- English (fluent)
- Chinese Mandarin (basic): SISU – International University of Shanghai, China

ADDITIONAL INFORMATION

Hobbies: horse-riding, theatre teacher, foreign cultures, singing.