

Valentín Escobar Labbé

Industrial Engineer



valentin.escobarl@gmail.com

(+569) 9 3389 6765

linkedin.com/in/valentinescobarl

EXPERIENCE

Brand Manager Pennzoil Motor Oil - ENEX *July 2021 - Today*

- Development and implementation of the brand's value proposition.
- In charge of sales analysis, price definition, forecast, reputation indicators, and brand equity.
- Management of the financial status of the brand.
- In charge of the sales team for Pennzoil in Santiago.
- Elaboration of value proposition plan for the different segments and clients according to their needs.
- Responsible for achieving the relevant KPIs of the area and the brand: Market Share, Volume, Coverage, Mix, and Effectiveness.
- Prospection of business opportunities through the use of DRILL and SPANCOP discipline.
- Present and train teams regarding the brand, products, and applications to external and internal clients.

Trade Marketing Manager - Nestlé *October 2019 - July 2021 (1 year 10 months)*

- Responsible for creating, coordinating, and executing multi-brand and multi-channel trade marketing strategy.
- Direct contact with clients, suppliers, designers, advertising, and trade agencies.
- Development of support tools for the sales area: sales incentives, campaigns, training, and activations.
- Responsible for analyzing market information to generate targeted plans and measures for each area and client.
- In charge of budget control, achieving 98% compliance in the last year.
- Responsible for coordinating the correct implementation of the different points of sales with the merchandising team. Achieving during the year 2020 a 12% increase in implemented clients.

KAM - Agrocomercial Superfrut Ltda. *September 2018 - October 2019 (1 year 2 months)*

- Responsible for attracting, creating, and maintaining new clients.
- In charge of training for clients and those involved in the agricultural certification process.
- Coordinate resources and personnel in order to achieve client exportation certification.
- Responsible for supervising the fruit export process and generating financial/operational analysis reports.
- Coordinate the import of products and supplies.

Working Holiday Visa - Australia/New Zealand *April 2016 – September 2018 (2 years 2 months)*

- Work experience in construction, agricultural machinery driving and repair, fruit picking and packing staff supervisor.

Trade Marketing Supervisor - CCU *April 2014 - March 2016 (2 years)*

- Development and execution of the trade marketing annual plan for the traditional channel.
- Development and coordination of actions for clients, in collaboration with sales and marketing teams.
- Development, implementation, and evaluation of incentives for sales teams across the country.
- Monitoring and analysis of campaigns, in-store actions, digital indicators and market reports. And present the results to all the areas involved.

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STUDIES AND COURSES

- **Digital Marketing Fundamentals**
Google Actívate - 2020
- **Google Analytics**
Google Analytics Academy - 2019
- **Program "Pymes Compite +1000"**
Universidad Adolfo Ibáñez - 2018
- **Course "Evaluation of strategic decisions"**
Universidad Católica de Chile - 2014
- **Industrial Engineering Degree - IT Mention**
Universidad Adolfo Ibáñez - 2007/2013

KNOWLEDGE

- Microsoft Office suite - Advanced
- Nielsen Advisor - Intermediate
- Salesforce - Intermediate
- Google Analytics - Intermediate
- SAP - Intermediate
- Adobe Illustrator - Beginner

LANGUAGES

- Spanish native speaker
- English professional and fluent.
- TOEFL and TOEIC Certification