

# Grazielle Lefranc

Freelance Graphic Designer/Photographer

London, UK

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## Links

[Website](#) [Twitter](#)

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## Languages

English (Work Proficiency)

Portuguese (Native)

Spanish (Basic)

French (Basic)

## About

### BRANDS WORKED WITH

Aol Brasil Ltda

Asenium Consulting

Ellipses Limited

Fernandez Mera Negócios Imobiliários Ltda Corretor Imobiliário

Gradiente Eletronico S.A.

Reebok Fitness, Lucas Molicca Ltda

Ticket Serviços S.A. Vera Lana Serviços Ltda

Unifisa Adm. of National Consortium

## Experience

### ● Technical Support Representative

Aol Brasil Ltda | Jun 2001 - Nov 2002

Bilingual technical support by phone to internet users. Installation and configuration services for web access and related tools, software usage problem-solving customer data management, and dunning.

### ● Graphic Designer (Freelance)

Ellipses Limited | Jan 2018 - Jan 2021

Managed activities pertaining to brand management such as creating and producing emails and Ads. Collaborated with the team to produce ideas and strategies for the company's projects and presentations. Designed and produced social media content to establish the brand's identity and grow customer base. Created briefings for designs and marketing collaterals. Retouched photography and imagery to enhance quality. Coordinated meetings to brainstorm ideas for branding and creating marketing materials.

Maximised brand identity through effective social media campaigns for a diverse range of small businesses from London and Brazil.

### ● Real Estate Agent

Fernandez Mera Negócios Imobiliários Ltda Corretor Imobiliário | Jan 2016 - Jan 2017

Reviewed market data and trends to help clients buy, sell and lease properties. Evaluated the value of land and property improvements for both residential and commercial real estate. Inspected interior and exterior of properties, and maintained property listings. Designed effective marketing strategies, targeting prospective clients and leads.

Furthered company growth by bringing in more sales and revenues.



### ● jr Commercial Manager

Asenium Consulting | Jan 2014 - Jan 2015

Analysed market opportunities to ensure high renewal rates for the organization. Oversaw the business management of the Brazilian cell for the achievement of company goals, growth and profitability. Devised techniques to recruit and train candidates for different positions within the organisation. Created marketing strategies and implemented sales plans to retain existing clients and improve revenue growth. Prepared documentation on candidates, payrolls, contracts, and other recruiting activities. Developed and maintained customer service and customer relationships with potential internal and external stakeholders. Conducted thorough market research and analysis to gather information on SAP technology for outsourcing.

Grew sales by 40% in B2B.

Increased the placement of new consults for clients by 80%.

Boosted 20 % increase in partnership placement.

### ● Expert Consultant

Unifisa Adm. of National Consortium | Jan 2011 - Jan 2014

Generated marketing strategies and conducted marketing analysis for business opportunities, customer groups and key accounts. Identified prospective customers and sales through thorough analysis and forecasting. Redesigned and modified proposed sales plans for more effective results. Established partnerships to further sales plans with authorization from the board.

Attained the best ranking for Sales Manager in May 2012 and April 2013.

Maximised sales revenue growth by 15% and was rewarded for this work by the CEO and Regional Manager.

- **Aux. Commercial administrative**

Ticket Serviços S.A. Vera Lana Serviços Ltda | Jan 2010 - Jan 2011

Oversaw administrative work as a B2B sales assistant in Porto Alegre Paraná and Santa Catarina. Booked visits, conducted research to find clients and supervised upcoming visits. Recorded documents and re-researched the market to bring in more corporate clients. Managed and monitored business reports and checked for availability of new prospects and businesses. Oversaw administrative management of leads by identifying the leads and tracking the entire process.

Showcased excellent customer relationship management by generating leads and revenue.

Accelerated revenue growth and assisted in closing the merchandise gap in different parts of the country.

- **Post-Sales Service Coordinator**

Reebok Fitness, Lucas Molicca Ltda | Jan 2008 - Jan 2009

Oversaw and monitored a team of external technicians. Coordinated day-to-day activities such as car revision, analysing insurance documents, and reviewing the work and presentation of the team. Also kept a record of the tools and spare parts for documentation. Provided follow-up support and managed post-sales customer service by conflict resolution and taking care of all the needs of the customers. Presented expert solutions and devised plans and proposals to upgrade marketing systems and plans. Collaborated between the clients and team to implement programs to drive the business forward.

Expanded the number of new clients by 25%.

Improved the availability of high quality equipments by 15%.

- **Back Office Administrator**

Gradiente Eletronico S.A. | Jan 2004 - Jan 2007

Assisted resellers by offering extra-judicial solutions. Offered solutions and negotiations in Pre-Civil agreement before a case went to court. Monitored and recorded internal logistics. Supervised the negotiation of claims cases. Implemented internal analysis by collaborating with the technical and marketing team to investigate and take the necessary measures to respond to each case. Provided support to service agreements pertaining to cancellations, payment transfers, refunds, and charge backs.

Launched a cell specialised in offering solutions for B2B legal requests.

Reversed and solved more than 1000 cases related to product issues and made more than 800 pre agreements for PROCON legal negotiation.

Additional Experience