



# Itzel Hernandez

Marketing and Retail Sr. Executive

Mexico City, CDMX, Mexico

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

French (Basic)

Spanish (Native)

English (Fluent)

## About

Marketing professional with 7 years of proven experience in FMCG and Luxury working with several companies, from SME to multinational like Unilever, Danone and Puig.

Strong expertise in developing 360° marketing strategies and project management of retail projects.

Passionate about Fashion, beauty and digital illustrations.

### BRANDS WORKED WITH

Danone

Edgexecution

Puig

Unilever

## Experience

### ● Trade Marketing Coordinator

Edgexecution | Jun 2022 - Now

Project management of brand activations in Travel Retail (airports & borders) for the top 3 leader groups of beverage alcohol: Diageo, Campari and Beam Suntory; following the global guidelines.



### ● Marketing Sr. Executive

Puig | May 2020 - Jul 2021

Defined annual launch strategy for Paco Rabanne and Jean Paul Gaultier in Travel Retail and orchestrated omnichannel plan based on international pax. flow, market insights, and commercial analysis. Led the Phantom 360° campaign in America 's top 10 airports with tactical takeovers of Ezeiza and São Paulo-Guarulhos.

Analyzed saving levels and competitors' prices in key markets (Mexico, Brazil, Argentina, Chile, Canada, USA) to help drive global pricing strategy.

Responsible for forecasting launches and limited editions, contributed to the demand estimation of regular portfolio, KCP sets and GWP.

Conducted the implementation of e-tailing for key retailers and management of paid media offline and online. Launched the first Carolina Herrera e-boutique in TR Americas partner with Attenza.



### ● In-store Executive

Puig | Jun 2019 - May 2020

Project management of over 85 temporary travel retail spaces in North America, Central America, the Caribbean, Colombia, and the French Antilles.

Coordinated the annual purchase and distribution of point of sale materials. Budget Management +\$400K USD



### ● Marketing and Retail Assistant

Puig | Apr 2018 - Jun 2019

Managed digital content: Definition, implementation, and performance evaluation of social media campaigns for 5 brands.

Created scorecard to analyze brands' performance based on sell-in, sell-out, rankings and shop trend.

Project management of permanent projects for top airports (Argentina, Colombia, Miami) and downtown stores (Iguazu and Cancun).

Customized planograms and visual priority for all brands based on consumer-centric strategy and regional needs.



- **Trade Marketing Analyst**

Danone | Apr 2016 - Oct 2017

Coordinated trade marketing plans for the modern channel (UTT), focusing on premium and regional retailers,

Defined top stores for main BTL activations, coordinated sampling distribution, and analyzed performance indicators as profitability and SO.

Sales force training to communicate and follow up on bimonthly trade strategies.



- **Communication Intern**

Unilever | Jul 2015 - Jan 2016

Developed communication tools for internal campaigns to communicate the implementation of WCM at the personal care facility increasing the positive perception to 96%.

## Education & Training

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2022 - 2022

- **Parsons**

Certification, Digital Fashion Industry

2022 - 2022

- **Google Academy**

Certification, Fundamentals of Digital Marketing

2018 - 2019

- **Parsons**

Certification, Fashion Industry Essentials

2015 - 2016

- **Bocconi**

Certification - Specialization, Management of Fashion and Luxury Companies

2014 - 2015

- **Fontys University - The Netherlands**

Academic Exchange, International Fresh Business Management

2011 - 2015

- **Tecnológico de Monterrey**

Bachelor's degree, Marketing and Communication