

# ANDRÉS TALAVERA

Based in Los Angeles  
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## EDUCATION

**BA in Hospitality Service,  
Sales & Marketing | 2014**  
Glion Institute of Higher Education  
Bulle, Switzerland

**International Bachelor of Business  
Administration in Hospitality | 2013**  
Universidad del Valle de Mexico (UVM)  
Mexicali, Mexico

## SKILLS

MRI Simmons  
Helixa  
Brandwatch  
Netbase  
Google Trends

## LANGUAGES

English  
Spanish  
French

## EXPERIENCE

### Content Strategist @ Conill - Los Angeles | Nov 2019 - Current

- » Developed strategic concepts aligning with the brand's voice while connecting to desired audiences.
- » Research insights to support creative concepts and recommend strategy and media distribution.
- » Collaborated with internal teams to properly vet concepts to ensure they're achievable within budget.
- » Built client-ready presentation materials that visually reflect the creative and strategic approach.
- » Worked collaboratively on the strategy behind positioning brands in events like Latin American Music Awards, Lollapalooza and Latin Billboards.
- » Developed and executed strategies based on psychographic analysis to identify new audiences for specific brands.

#### Achievements:

- » Part of the strategy team behind the award winning commercial "Journey" for Toyota.
- » One of the starters of the Get Uncomfortable internal movement, an organization which supports and elevates voices of underserved communities.

### Creative Strategist @ DG Studio - Los Angeles | Apr 2019 - Oct 2019

- » Built creative proposals for 360 campaigns.
- » Wrote in a persuasive, clear, and concise style for both internal and external communications.
- » Managed creative and strategic executions for incoming projects from briefings and client meetings.
- » Presented new projects to develop future campaigns for both internal and external purposes.
- » Verified compliance of creative brief and team processes.

### New Business Development @ SPA Digital - New York, NY | June 2018 - Apr 2019

- » Identified industry trends and translated the market changes into potential new product ideas and concepts.
- » Prospected and closed Photography/Retouching bids for pre and newly qualified clients.
- » Brand analysis including brand equity, pricing and category / competitive studies.
- » Developed contact management strategies to build relationships with prospect clients.
- » Actively participated in trade conferences and events such as Ogilvy network and WBENC.
- » Worked with the CEO to establish sales strategies and build customer relationships.

### Industry Manager @ Glassview - New York, NY | Nov 2017 - Mar 2018

- » Contacted and introduced potential clients to the company.
- » Matched client needs with company capabilities and suggested effective solutions.
- » Customized advertising solutions through our facial recognition technology that led to future projects.
- » Increased customer satisfaction within presentations and the collaboration of the Technology team.
- » Introduce Glassview to Latin American media companies in the US.

### Ad Sales Representative @ Guest Services Worldwide Ltd - New York, NY | Mar 2017 - Nov 2017

- » Contacted potential/existing clients to introduce our products and services.
- » Explained the benefits and efficiency of the company.
- » Identified client needs and provided sales solutions through presentations.
- » Collaborated with creative and strategy departments for a smooth outcome in ongoing projects.
- » Evaluated each piece of communications for consistency and quality standards.
- » Met sales quota and facilitated future sales.
- » Developed relationships with customers clients which helped lead to new business and new partners through social events.
- » Business development in new markets such as California, Iowa and New York City.

### Business Strategist @ Miami Suppliers - Miami, FL | Jan 2015 - Dec 2016

- » Expanded new markets in Latin American countries, such as Panama and Costa Rica.
- » Business Development through outbound telemarketing and sales calls.
- » Built, developed and maintained relationships with clients.
- » Closed projects, supported and enhanced new business with clients.
- » Maintained sales flowcharts and monitored client requests to provide high customer service.
- » Collaborated with purchasing and marketing departments on processing and delivering clients expectations.