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# JOSE ALEJANDRO HERNANDEZ RIVERA

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## SKILLS

Communication.

Problem-solving.

Research.

Team work.

Adaptability.

Negotiation.

Self-motivated.

Research and strategy.

Networking.

Business intelligence.

Cultural awareness.

Business Development.

Lead Generation.

Sales.

Relationship Building.

Strategic Planning.

Microsoft Office Suite.

macOS.

G-suite.

WordPress.

Moodle.

Spanish.

## SUMMARY

### **Business development for Latin America.**

I am a strategic business development manager and catalyst to increase leads, sales, and revenue through building strong relationships with key stakeholders in Latin America.

- 15+ years of successful experience in global companies, performing a variety of positions in sales and marketing.
- Proven track record of developing and executing successful sales and marketing strategies that have resulted in increased revenue and market share.
- Demonstrated ability to build and maintain strong relationships with customers, partners, and key decision-makers.
- Strong analytical and problem-solving skills.
- Excellent communication and presentation skills.
- Fluent in Spanish.
- Professional Working Proficiency in Portuguese.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), G-Suite and macOS Software.
- Extensive experience with WordPress and Moodle.
- Familiar with a variety of UX principles and tools, including user-centered design, usability testing, and information architecture.

- SEO. Proven ability to improve website rankings in search engines through keyword research, on-page optimization, and off-page optimization.
- Experience executing successful digital marketing campaigns that have resulted in increased website traffic, leads, and sales
- Demonstrated leadership abilities, results orientation, and multitasking skills under pressure.
- Experienced in analyzing and evaluating industry trends in order to identify potential opportunities.
- Traveled for business in Latin America in Mexico, Guatemala, El Salvador, Honduras, and Nicaragua.

### **Expertise**

- Business development & Lead Generation.
- Digital Marketing & Social Media.
- Customer relationship management.

## **EXPERIENCE**

**Company Name: Danta Group LLC.**

**Job Title: Business Development | Managing Director**

**Dates: 2015 to date**

Danta Group LLC is a web design and digital marketing company that specializes in helping Latino businesses grow their online presence. We understand the unique challenges and opportunities that Latino businesses face, and we are committed to providing them with the services they need to succeed.

- Developed a comprehensive digital business plan strategy and execution for our customers.
- Build a strong working relationship with our customers.
- Developed and maintained Moodle and word press applications for several companies in the US and Guatemala.
- Generated quality leads that resulted in obtaining new business.
- Managed the sales process from lead generation to closing the sale.
- Prepared and delivered sale proposals for customers.

**Company Name: Nexus industries | Luceco .**

**Job Title: Business Development for Latin America.**

**Dates: 2015 to 2015**

Nexus Industries is a manufacturer of premium Power Modules, USB, Wireless Charging, Power & Data Distribution, Cable Management and Ergonomics for commercial offices, education, healthcare, industrial, hospitality, retail, and work from home. They are headquartered in Tel ford, Shropshire.

Luceco is a lighting manufacturer that specializes in LED lighting.

- Effectively communicated product lines to key international clients, generating new business leads.
- Secured new business opportunities by generating qualified leads.
- Oversaw the entire sales process, from lead generation to closing the deal.
- Developed and presented sales proposals to clients.

**Company Name: Perrigo Company.**

**Job Title: International Assistant Category Manager.**

**Dates: 2011 to 2014**

Perrigo Company plc is an American-Irish multinational healthcare company that develops, manufactures, and distributes over-the-counter (OTC) and generic prescription pharmaceuticals, infant formulas, nutritional products, and active pharmaceutical ingredients (APIs). The company is headquartered in Dublin, Ireland, and has operations in over 50 countries.

- Led new infant formula and fingers food products development for our Latin America markets from concept to launch.
- Generated new business leads, creating new business opportunities and turning them into new customers in Latin America.
- Conducted market penetration, competitive benchmark products, brand identity, and consumer demand studies to develop marketing materials and branding.
- Successfully led a multicultural team in developing marketing materials, labels, point-of-sale materials, and websites for customers in Latin America.
- Reduced stock outs and improved on-time delivery performance.

**Company Name: Perrigo Company.**

**Job Title: International Assistant Product Manager.**

**Dates: 2010 to 2011**

Perrigo Company plc is an American-Irish multinational healthcare company that develops, manufactures, and distributes over-the-counter (OTC) and generic prescription pharmaceuticals, infant formulas, nutritional products, and active pharmaceutical ingredients (APIs). The company is headquartered in Dublin, Ireland, and has operations in over 50 countries.

- Successfully led a multicultural team in developing marketing materials, labels, point-of-sale materials, and websites for customers in Latin America.
- Implemented strategic reorganization plans and streamlined organizational procedures, resulting in a 12% increase in service and communication.
- Developed and managed customer relationships in the Latin American region, including Mexico, Colombia, Chile, and Peru.
- Spearheaded efforts to improve communication and service levels between Perrigo Mexico and PBM Products Virginia US, resulting in a 12% increase in service level from 87% to 99%.

**Company Name: Strika Entertainment.**

**Job Title: Country Manager.**

**Dates: 2008 to 2010**

Strika Entertainment is a South African-based animation studio that creates animated content for children.

- Conducted quality assurance reviews of company publications in Guatemala, El Salvador, and Honduras.
- Led market research efforts in Guatemala, El Salvador, Honduras, Panama, and Colombia.
- Oversaw the organization and management of an annual international soccer tournament for Texaco.
- Secured a deal with the largest TV broadcasters in the region to air the Supa Strikas animated series, promoting the Texaco brand locally.
- Negotiated and executed several barter agreements with TV broadcasters and radio stations to air promotional advertisements for Texaco.

## EDUCATION

- Bachelor of Arts, Business Administration & Informatics, Universidad Galileo Guatemala
- Associates Degree in Business, Diploma in Office Automation.
- Candidate Master in Reengineering Process & Quality.
- Candidate Post-graduate in Business Engineering & Assurance.

## PROFESSIONAL CERTIFICATES

- Foundations of user experience (UX) design.
- Fundamentals of digital marketing.
- Waze's ads fundamentals.

## LANGUAGES

- Spanish: Native speaker
- Portuguese: Professional working proficiency