



# ROCIO BOLANOS

## PERSONAL PROFILE

Specialized in Marketing Communications, Sales and Customer Service.

### Marketing:

Strategy planning and development, Event planning and coordination, Customer Experience, Inside and Direct Sales.

### Communications:

Creation of compelling articles, documents, social media posts, Google ads, content management, storytelling, newsletter design and development, correspondence, text revision, translations ITI/EN/ES.

### Sales & Customer Service:

Lead generation, order management, shipment tracking, overseas stock consignment, claims, returns and invoicing in ITI/EN/ES.

Knowledge of MS Office, CRM and SAP ERP, SEO & SEM Process, Website creation.

## Journalism and Communications degree

Universidad Tecnológica de El Salvador

## LANGUAGES

Native bilingual: English, Spanish  
Advance level: Italian  
Scolastic level: French

## GET IN TOUCH

Mobile: (+39) 347-399-5621  
Email: rocio.bolanos@outlook.com  
LinkedIn: @rocio-bolaños  
Address: Via Espinasse 24, Busto Arsizio

## ACADEMIC BACKGROUND

### Latest courses

2018 – Speed of Trust, Team Building / Poetry workshop  
2017 – Excel updates  
2015 – Assertive Communication, Digital Marketing and Web Building  
2014 – Event Planning

## WORK HISTORY

### Currently: Freelance

Creation and optimization of social media content designed to involve customers also in facebook groups, social media management and brand improvement on request.

Content writer

Event organization, translator (Italian, Spanish, English) and copywriter. Editor of laboratoripoesia.it.

### December 2016 - June 2019

#### Customer Account Specialist - HEXION

Tasks:

Order management in close collaboration with the Italian and foreign Sales Manager Area. Management of forecasts and claims and substitutions and returns of material. Billing and credit recovery, management of personal data and management of samples through SAP ERP management, billing services, visits to customers. KPI analysis and weekly reporting.

Safety annual event Organizing Committee, 2016, 2017, 2018.

Results:

Increased customer orders. Excellent result in semi-annual / annual assessments. Positive feedback from customers in surveys sent to the Company.

### April 2014 - December 2016

#### Inside Sales and Marketing System Service Lombardia

Tasks:

Order management and direct contact with Italian and foreign customers and distributors. Management of supplier stock with retail distribution. Strategic planning for the Internal Vision brand. Management of customer data, complaints, substitutions and returns of material, presentations of new products, creation of offers, negotiation with buyers, GDO customers and suppliers.

Results: Increased orders from customers as a result of Marketing campaigns. Product coordination and training for GDO customers. Management of the activities of the Internal Vision brand.

### September 2012 - April 2014

#### Assistant Director of Studies, Teacher Freelance English

Tasks:

Creation of business English courses customized for companies, website translations, manuals, anthologies, various texts, coaching and training for candidates in English interviews.

Results: Creation of English courses in different private Language Schools, creation and management of summer camps in English, training for employees and management of various commercial companies, creation of language reading clubs.

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## WORK HISTORY

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### Work experience abroad:

Temporary contract March 2009 - September 2009  
Internal Sales and Customer Service - SOIN, Soluciones Integrales, San  
Salvador, El Salvador

Sales and service to customers, mainly of four business lines in the software  
area, which represent the leading outsourcing solutions (outsourcing),  
Business Intelligence, ERP solutions and telecommunications management.

February 2007 - March 2009  
Inside Sales - GBM Telesales an IBM Alliance Company, San Salvador, El  
Salvador  
IT sector customer management, offer creation, company digitization  
consulting.

June 2006 - February 2007  
Lead Management - Lexus, Concord California (USA)  
Management of background check leads for human resources companies.

March 2004 - May 2006  
Inbound Telesales - Responsible for internal training Dell Inc, San Salvador,  
El Salvador.

## SKILLS & INTERESTS

Strategic planning, Lead generation, Content creation, Event planning,  
Google Ads, SAP, CRM, Sales Force, Mobirise, Wordpress, Shopify, Office  
package, Lynux, Photoshop, Illustrator, Mailchimp, Camtasia, Public Speaking.

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Writing, reading, music, art, traveling, blogging.

## OTHER INFORMATION

I have a permanent residence, car and driving license