



ANDREA MENDIETA AGUIRRE

Marketing Strategy - Brand Positioning - Market Research - Advertising Campaigns
Public Relations - Digital and Traditional Marketing - Social Networks - SEO/SEM

PROFILE

I have 20 years of experience creating Marketing strategies for national and international companies within the Retail sector. In my future collaborations, I aim to join a team in a senior managerial and/or executive position to further strengthen my leadership and strategic skills. Additionally, I am excited to contribute my problem-solving ability to achieve outstanding results and apply my strong expertise in Marketing initiatives execution, brand positioning, market research, and advertising campaign development to contribute to the expected growth and success.

WORK EXPERIENCE

2022 / 2024 - Country Marketing Communications & PR IKEA México, CDMX. (9 direct reports)

Responsibilities: Development and implementation of the Annual Marketing Strategy. Quarterly results presentations to IKEA Mexico and Ikano Retail (Asia) Management team. Budget management and key KPI's tracking. Oversight of Advertising agencies and Market Research efforts. Development of long-term strategies for physical store market penetration, omnichannel platform strengthening, Ecommerce growth and B2B initiatives.

Results: Successfully obtained approval for the FY-2024 Annual Marketing Strategy with a 60% budget increase. Coordinated studies demonstrating the positive impact of advertising initiatives resulting in +12% sales and +20% foot traffic to business units, from April 2020 to April 2023. We developed Integrated Marketing campaigns supporting the Commercial Calendar and Store Openings, achieving a 3% total Market Penetration and a 21% Brand Recognition in FY-2023. We implemented improvements in the SEO Strategy, reaching and surpassing the expected sales target in FY-2023 and achieving +30% throughout FY-2024. We grew loyalty program members by +40% in FY-2023 and developed a renewed plan for both membership and PR Strategy based on IKEA's corporate values and Sustainability actions.

2017 / 2022 - Marketing Manager Petco México, CDMX. (10 direct reports)

Responsibilities: Definition of Marketing Initiatives and Annual Planning, including coordination of overall executions. Creation of quarterly and annual result reports for Petco Mexico and USA Executive team. Budget management and monitoring of key performance indicators. Direct relationship with advertising agencies and external suppliers' negotiations. Recruitment of personnel and definition of department processes. Supervision of the online Customer Service team.

Results: Achieved sustained double-digit sales for 5 consecutive years. In the same period, we drove the brand expansion strategy by opening over 80 physical stores and reached a 30% share in Ecommerce. Increased product visibility on digital media through strategic partnerships with suppliers, resulting in a +35% annual increase in advertising investment. Gained over 2.6 million followers and an average 4% engagement rate on social media through a robust organic and paid content strategy. Also, strengthened the Loyalty Program expanding its base to over 3 million members; conducted diverse PR events and initiatives to communicate Social Responsibility actions and celebrate business milestones. Achieved NPS service levels exceeding 80% due to effective Customer Service monitoring.

2016 / 2017 - Marketing Manager Suburbia, CDMX. (5 direct reports)

Responsibilities: Coordination of Executives and Designers for the execution of the Annual Marketing Plan. Budget administration, continuous monitoring of indicators, and competition. Market Research Analysis. Reports on ATL/BTL media implementations. Management of advertising agencies.

Results: We executed various seasonal (Spring/Summer and Fall/Winter) and promotional campaigns across ATL, BTL, and physical stores, surpassing the annual sales projection with +5% by the end of 2016. During this same period, we conducted numerous high-quality photo sessions and TV spot productions to create appealing content that was amplified across digital and traditional media, contributing to a +1% increase in brand TOM (Top of Mind) performance, compared to its competitors.

CONTACT

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CORE COMPETENCIES

- Retail Experience
- Strategic Approach
- Team Leadership
- Market Analysis
- Competitors Analysis
- Integrated Marketing
- Campaigns Development
- Creative Development
- Digital Marketing (SM, Google)
- Traditional Marketing (ATL, BTL)
- Social Media Management
- Ecommerce (SEO, SEM)
- Budget Management
- Key Indicators Configuration
- KPI's Monitoring
- CRM Management
- Loyalty Programs
- Customer Service
- Crisis Management
- Omnichannel Environment
- Events Management

LANGUAGES

- Spanish - Native
- English - Advanced
- Italian - Basic

2014 / 2016 - Marketing Manager
Zed México, CDMX. (3 direct reports)

Responsibilities: Specialist team coordination to ensure proper maintenance, updates, and troubleshooting of mobile subscription services (WAP/WEB) for national mobile operators (AT&T and Movistar). New mobile content services proposals development and presentations. Budget management. Generation of sales reports, mobile media Investment Plans, and ROI analysis.

Results: We maintained a high level of service and a close relationship with the major mobile carriers, thus managing to continue the business relationship despite the elimination of over 70 SVA providers. We designed various proposals for mobile content services including investments in AdWords campaigns, push notifications, and SIM navigation to maximize monetization and optimize returns from these services. Over the course of two years (May 2014 to May 2016), we obtained approval and successfully ran operations for +3 SVA services.

2012 / 2014 - Cherokee USA Brand Manager
EuroStyle, CDMX.

Responsibilities: Advisor to the retail team of Comercial Mexicana to strengthen the Cherokee USA brand growth through clothing, accessories, and home goods sales. Development of Marketing, Commercial, and Logistics Strategies to increase brand recognition within the self-service chain. Primary promoter and ambassador of Cherokee USA clothing trends for the Spring/Summer and Fall/Winter seasons. Responsible for creating and monitoring Sales Reports, Competitive Analysis, Market Research, among other relevant studies to drive relevant strategic decisions.

Results: Thanks to the great collaboration of buyers, operations teams, key executives, and brand designers, we managed to renew the supplier base, improve product quality, increase price competitiveness, update packaging, brand image, and ideal point-of-sale visual merchandising. Implemented new promotional initiatives, increased purchase volumes, among other initiatives, resulting in surpassing the Annual sales target by +12%.

2009 / 2011 - Marketing Manager
Porrúa, CDMX. (12 direct reports)

2008 / 2009 - Product Development, Marketing & Design
LazyTown Entertainment, Reykjavík - Iceland.

2007 / 2008 - Head of Design
Librería Porrúa, CDMX. (4 direct reports)

2004 / 2007 - Art Consultant
Tycoon Enterprises, CDMX.

EDUCATION

- UNIVERSIDAD ANÁHUAC DEL NORTE
Industrial Design BA. June 2000 – July 2004.
- ISTITUTO D'ARTE APLICCATA E DESIGN, TORINO
Product Development Diploma. December 2006 - December 2007.
- WILLIAM DAVIDSON INSTITUTE, MICHIGAN UNIVERSITY
Digital Marketing Diploma. January – March 2012.
- NEXT MBA ONLINE TRAINING
Marketing Director Course. September 2021 - December 2022.

SOFTWARE

- PC and Macintosh (Office, iWork)
- Adobe Suite: Photoshop, Illustrator, Bridge, Acrobat