

# LILIANA SCHULTZ

## account manager

<http://lilianagarciaschultz.yolasite.com/>

(208) 403 8881

lilitash5@hotmail.com

### EXPERIENCE

[experiencia]

#### BBDO ENERGY

CHICAGO, ILLINOIS - ACCOUNT MANAGER INTERN {2011}

Managed innovation initiatives for Wrigley brands including Extra, Orbit and Five

Coordinated and participated in brainstorming sessions and new business pitches

Developed strategies, concepts and executions for new product lines and categories

Led White Sox marketing campaign and business plan. Presented to client and CEO

#### NU SKIN ENTERPRISES

PROVO, UTAH - GLOBAL DISTRIBUTION ASSISTANT {2011-2012}

Worked directly with distributors on an international level to market products, expand business contacts and improve customer loyalty

Proficient in product tracking, shipping and billing software including SAP, CRM, GroupWise, Netscape Navigator/Communicator and Outlook

Ranked top 10 in employee performance. Increased sales by promoting products and sales aids through upselling, delivering product information and resolving customer issues

#### NAMIFY

SPRINGVILLE, UTAH - ASSISTANT TO MARKETING VP {2007-2011}

Researched, launched and developed the company's bestselling brand: Wickify Running

Performed competitive analysis, sales promotions and market trend forecasts for product development

Built marketing campaigns, email campaigns and Spanish website to expand the company to Latin America

Worked with purchasing and production to coordinate customer retention programs and increase sales

### EDUCATION

[educación]

#### BRIGHAM YOUNG UNIVERSITY

B.A. ADVERTISING MANAGEMENT & BUSINESS {2006-2010}

PROVO, UT

Global Management Certificate, Marriot School of Management

Account Manager, BYU AdLab

Vice-President, International Student Association

### AWARDS

[premios]

ALLEN ROSENSHINE MET FUND AWARD {2012}

BBDO Worldwide, Chicago, IL

MOST PROMISING MINORITY STUDENT {2011}

American Advertising Federation, New York City, NY

NANCY BRIGGS ROOKER MEMORIAL SCHOLARSHIP {2010}

BYU Department of Communications, Provo, UT

OUTSTANDING DELEGATE {2009}

BYU Model United Nations, New York City, NY

### SKILLS

[aptitudes]

#### COMMUNICATIONS & TECHNOLOGY

Social and Digital Media Specialist

Adobe Creative Suite

MS Office, Outlook, CRM, SAP & Everest

Native Proficiency in Spanish & English

THANK YOU