

ZR_40980_CAND
Head Of Marketing & Sales
Development
Empresa de Tecnología

Fernanda Poveda
fernanda.poveda@who-co.com

Title Summary

Professional with a degree in Economics and Business and a Master's in Data and Analytics. With solid experience driving revenue growth across various industries, including airlines, telecommunications, and SaaS. His background spans B2C and B2B markets, having worked with both large corporations and startups. He brings expertise in strategy, revenue management, pricing, business analytics, and marketing strategies.

Información básica

ID de Candidato : ZR_40980_CAND

Información de la dirección

Ciudad : Santiago
Estado/provincia : Región Metropolitana de Santiago
País : Chile

Datos profesionales

Experiencia en años : 13
Puesto laboral actual : Head Of Marketing & Sales Development
Empleador actual : Empresa de Tecnología
Conjunto de habilidades : Podcasts, Content Strategy, Marketing Strategy, Professional Services, Managed Services, eMarketing, Customer Acquisition, LinkedIn, Google Ads, Search Engine Optimisation, Email Marketing, Pricing, Customer Lifetime Value, English, Spanish, German, Business Analytics, Revenue Management, Creo, Software as a Service

Detalles de experiencia

Jul-2022 hasta ahora **Head of Marketing & Sales development**

In the first months, I diagnosed the status of the business and how we could leverage a cohesive marketing strategy to drive revenue growth. Created the

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marketing plan dividing between quick wins to implement straight away and established a long term vision for the marketing team. In the first 8 months I've accomplished:

- Created key roles within the team: Product Marketing + Growth Marketing
- Developed digital media channel
- Doubled the results of marketing in terms of SQLs, pipeline and revenue, compared to previous months

Nov-2021 hasta Jun-2022

Head of Growth and Resell

Jun-2019 hasta Oct-2021

Growth and Pricing Manager

- Leading the Growth Chapter at ServiceRocket
- Building the business, commercial and go to market strategy, as the tactical implementations for achieving bookings and revenue objectives
- Scaling digital marketing operations to maximize growth
- Developing retention and upsell capabilities to maximize customer lifetime value

Dic-2017 hasta Jun-2019

Manager of Mobile Prepaid Segment Development

- Team leader responsible of maximizing revenue and P&L of prepaid segment at the company
- Analyze, assess and detect patterns in user segments to design and deploy upsell and retention campaigns
- Product and strategic offer development including customer understanding analysis, pricing, operative margins, marketing campaigns and product launch

Ene-2017 hasta Nov-2017

Manager of Sales Marketing and Revenue Analytics

As the Manager of Sales Marketing and Revenue Analytics, I am developing and promoting the implementation of business analytics within the VP of Sales, Marketing and Revenue. As the team leader, I am building the data science team, creating workflows and processes within the VP, and developing internal business relationships to improve decision making.

Dic-2013 hasta Dic-2016

Revenue Management Market Analysis Manager

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Market Analysis' Manager within Revenue Management in the Operations Research department. Responsible for handling data, analyzing data and providing macro and micro analysis to Core Revenue Management, as well as developing and running business tools for decision support. I am also in charge for business modeling for Revenue Management products o strategic business decisions, including Frequent Flyer Program Analysis.

Oct-2012 hasta Nov-2013

Revenue Management Senior Specialist

Market Analysis' Team Leader within Revenue Management. Responsible for supporting coworkers with business and revenue management knowledge. In charge of adhoc analysis for the Revenue Management department.

Main Skills:

- Time management
- Team Leadership
- Team coordination and guidance
- Mathematical Modelling for business decisions
- Support Tools creation
- Presentation Skills

Ago-2011 hasta Sep-2012

Revenue Management Specialist

Responsibilities:

- Trend Analysis, Market Analysis
- Mathematical Modelling for business analysis
- Forecasting and budget validation
- Support tools creation
- Information validation

Oct-2010 hasta Ago-2011

Revenue Management Specialist

I was part of the Revenue Management integration team. The main responsibilities were:

- Integrating different Revenue Management processes between two companies
- Trend analysis, fare analysis, market analysis
- Creation of special reports for both airlines

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