

PABLO E. VIERA

PROFESSIONAL EXPERIENCE

CONTACT

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Pablo E. Viera



Viera Pablo



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EDUCATION

Bachelor in Marketing Administration

IES Siglo 21, Córdoba, Argentina

LANGUAGES

Spanish: Native

English: Full professional proficiency

Portuguese: Full professional proficiency

SKILLS

- Entrepreneurial mindset
- Commercial Awareness
- Manage multiple priorities and can work under pressure
- Knowledge and understanding of LATAM culture
- Communication skills across languages

CERTIFICATIONS

• Inbound certification -

HUBSPOT

- Google Adwords certification - **GOOGLE**
- Google Analytics certification - **GOOGLE**
- Digital Marketing certification - **IAB**
- E-Commerce - **EOI**
- Web Analytics - **EOI**
- Cloud Computing - **EOI**

Market Research Specialist, Vaco, at **GOOGLE** - US - Mountain View - May 2016 to present

- Market analysis, business development, and customer service for **Google Consumer Surveys** in Brazil, Spain, Mexico and Hispanic Markets in the US.

Marketing Strategist at **MOBBEX** (Fintech Startup - LATAM) - Argentina - October 2014 to May 2016

- Administers concept development with Head of Engineering and VP of Finance Operations: Identify unmet customer needs, develop viable product concepts, determine product synergies, analyze market opportunities.
- Executes product development including competitor analysis, product beta testing with local businesses, product prototypes, conduct product launch scenario assessment.
- Creates the marketing plan and strategy for the LATAM small businesses market.

Business Development Manager at **Estudio Viera y Asociados** - Family Business (Firm of Certified Accountants and Retirement Advisors) - Argentina - January 2014 to November 2014

- Created, measured and optimized inbound marketing campaigns.
- Guided market positioning and brand awareness through digital marketing tools: Google Adwords, WordPress and social networks. SEO / SEM
- Developed improvements in account management and customer service processes - Cold-calling prospective clients - Handling client complaints

Business Consultant & Certified Business Coach - Argentina - April 2013 to December 2013

- Advises small local business owners how to be more efficient and effective in decision-making.
- Helps clients on their value proposition and the way they communicate them to their customers.
- Writes on marketing and entrepreneurship for a LATAM Marketing and Technology blog.
- Speaks at and organizes various marketing related events - I taught a few marketing classes at local university

Co-Founder and CEO of **Il Caffetino Espresso** - Argentina - September 2009 to March 2013

- Built first local "to-go" coffee shop company and franchise system from the ground up, expanding to four stores in four years.
- Launched 60 successful products including, formulating new coffee recipes, adapting to local preferences, and conducting market tests.
- Created brand including, packaging, merchandising, uniforms, stores, and customer experience.
- Handled Operations Management and Strategy by developing and consistently updating procedure manuals based on measured results in stores.
- Directed, measured and optimized company's marketing through traditional, digital and guerrilla marketing campaigns on Twitter, Facebook, and Foursquare. SEO / SEM
- Managed national and local public relations and news partnerships, enabling the company to appear in the media over 30 times.

Notable Awards & Recognitions:

- Outstanding startup award – E+E Foundation in Cordoba, Argentina
- Top 10 most innovative business ideas – Cordoba, Argentine government
- Young Entrepreneur of the Year – Infonegocios (Argentine business magazine)

CSR Project Manager at **AIESEC Cordoba** - Argentina - March 2007 to March 2009

- Developed marketing strategies for CSR (corporate social responsibility) products, conducted fundraising and created strategic alliances.
- Headed multicultural team of 17 people and represented our project in national and international conferences, to win the CSR Kellogg Foundation Award for AIESEC LATAM.
- Coordinated two international CSR conferences in two universities in Argentina and collaborated with external organizations in creating CSR awareness events in my local community.
- Cold-calling prospective clients