

PABLO E. VIERA

PROFESSIONAL EXPERIENCE

CONTACT

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Pablo E. Viera

EDUCATION

Bachelor in Marketing
Administration
IES Siglo 21, Córdoba,
Argentina
Ontological / Business
Coach
IONA Consulting, Córdoba,
Argentina

LANGUAGES

Spanish: Native

English: Full professional
proficiency

Portuguese: Full
professional proficiency

Italian: Elementary
Proficiency

SKILLS

- Analytical / Problem
problem-solving skills
- Marketing / Project
management / Market
Research
- Strategy consulting /
Customer Service
- Leadership
- Communication skills
across languages /
Negotiation / Sales
- Adaptability / Flexibility
- Proactive and can-do
approach

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**
- Questionnaire Design for
Social Surveys -
University of Michigan.

Business Development Representative - LATAM at **Cloudflare** - San Francisco - Jan 2018 to Present

- First BDR for LATAM in the company. Developed new business opportunities in the region through inbound / strategic outbound outreach / marketing generated leads / partners channel, and upsold to current customer accounts.
- Average quota attainment for 2018 = 115%
- Focusing purely on the LATAM region - helped in marketing campaigns, translation of branding materials and websites, organization of sponsored events, helped run and design webinars, made improvements in sales processes and operations.
- Represented the company in key conferences in LATAM and San Francisco: worked the booths, organized customer meetings, dinners and demos.
- Always provided excellent customer service with thorough knowledge to assure that the customers' risks and needs were always addressed.

i18n Market Research Consultant, at **GOOGLE** - US - MTV / San Jose - May 2016 to Dec 2017

- Conducted market analysis, business development, and customer service for **Google Consumer Surveys** in Brazil, Spain, Mexico, Italy and Hispanic Market in the US.
- Focused on generating insights for the Google Surveys product team to improve the customer experience for advertisers and survey respondents.
- I was the point of contact for advertisers and was responsible for reviewing and improving survey content, analyzing the collected data and reporting survey results.

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

- Administered concept development with Head of Engineering and VP of Finance Operations: Identified unmet customer needs, developed viable product concepts, determined product synergies, analyzed market opportunities.
- Executed product development including competitor analysis, product beta testing with local businesses, product prototypes, conducted product launch scenario assessment.
- Created the marketing plan and strategy for the LATAM small businesses market.

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

- Created, measured and optimized inbound marketing campaigns.
- Guided market positioning and brand awareness through digital marketing tools: Google Adwords, WordPress and social media. Managed SEO / SEM.
- Developed improvements in account management and customer service processes: Cold-calling prospective clients. Increased total sales by 20%. Generated new accounts worth over \$400k.

Business Consultant & Certified Business Coach - LATAM - April 2013 to Dec 2013

- Advised small local business owners how to be more efficient and effective in decision-making.
- Helped clients on their value proposition and the way they communicate them to their customers.
- Wrote on marketing and entrepreneurship for a LATAM Marketing and Technology blog.
- Spoke at and organized various marketing related events, and taught marketing classes at local university.

PABLO E. VIERA

Co-Founder and CEO of **Il Caffetino Espresso** - Argentina - Sept 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. Sold 4 franchises for \$200k total value.
- 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 SEO / SEM, traditional, digital and guerrilla marketing campaigns on Twitter, Facebook, and Foursquare.
- 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)
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CSR Project Manager at **AIESEC Cordoba** - LATAM - 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-call prospective clients and opened new accounts, generating \$25k in revenue.