



Juan Raul Herrera

Promotional Marketing | Digital Advertising | Account Management

✉️ juanraul@mac.com

📞 +34 673 475 344

📍 Spain

[in linkedin](#)

[Portfolio](#)

👤 SUMMARY

Looking to contribute with all marketing and advertising aspects of a well-established company with an international market focus. My experience with large and small enterprises allows me to be adaptive to a cross-section of the local, national and international efforts of a medium-to large- firm. Strategic creative manager with over 20 years developing promotional materials, packaging and point-of-sale solutions, events, advertising, digital marketing and CRM for some of the world's most recognized brands. Excels at product development from the creative to manufacturing and delivery. Specialist in FMCG products, trained by the most demanding categories in trade marketing and BTL.

★ SKILLS

- ✓ Brand Builder on & off line
- ✓ Trade Marketing Specialist (On & Off Trade)
- ✓ Product Development (Industrial Design)
- ✓ Customer Relationships Management and Services.
- ✓ Bilingual copywriter (Spanish)
- ✓ Analytical mind of a strategist
- ✓ Passionate about Metrics and Analytics

💻 SOFTWARE *Certified

- Design: Adobe Creative Suite ●●●●○
- CRM: Mailchimp / Salesforce ●●●●●
- SEO: **Google Analytics*** / SEMrush ●●●●●
- Media: **AdWords / AdDisplay*** ●●●●●
- Facebook Ads / Instagram ●●●●○
- Web: HTML / Wordpress ●●●●○
- Sales: Keynote / MS Office ●●●●●

🏢 EXPERIENCE

6 / 2017
Present

● Promotional Marketing Manager Ibiza Essentials Marketing Agency / Barcelona, Spain

- Contribute in the strategic, creative and implementation for Aperol Spritz activations in Ibiza, Barcelona and Madrid.
- Project and account management for Aperol Spritz Ibiza's Summer Campaign and Top Bares program in Barcelona and Madrid.
- Account management for Pringles Eat, Pop and Play activation stand in Alicante.
- Build Influencers programmes to strenght relationships with brand ambassador and generate quality contents.
- Develop all strategic and creative presentations and proposals for all company's clients and prospects.

6 / 2014
6 / 2017

● Digital, Promotional & Creative Manager BhHb Marketing & Media Partners / Miami, USA

- Created marketing strategies, digital platforms, trade marketing presence and advertising campaigns, to launch Startups businesses, exceeding by 300% forecasted sales in the first three months.
- Created and feed multi segmented email marketing platforms with monthly increases of 3,000 qualified subscribers throughout organic and digital advertising efforts.
- Standardizes image and operational procedures of two existing restaurants to help them to close deals with investors and become franchises.
- Helped to achieve monthly growth of 200% in customer database, 50% online sales and up to 20% turnovers increase to all BHHB Partners clients.

6 / 2001
6 / 2014

● Creative & Product Development Manager / Co-Founder Producto POP / Miami, USA

- Headed up 9 designers and 2 engineers who led the company to growth from \$2MM to \$15MM in a 5 year period.
- In charge of transforming the company from being distributor of existing materials to one of the most recognized design and manufacturing firms of exclusive promotional materials and point-of-sales solutions in Latin America.
- Lead the creative and industrial design team while pulling together the sales offerings for different markets.
- Shaped a new Standard Operational Procedure (SOP) increasing company's effectiveness and responsiveness by 50%.
- Oversaw the product development team based in China, Argentina, Mexico and Venezuela.
- Manage the company's CRM for all designed and manufactured products.
- Moved to Barcelona, Spain (2007) and Caracas, Venezuela (2008) to open new offices.



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📁 EXPERIENCE *cont.*

9 / 1999
6 / 2001

● Creative Director

Bates - 141 Worldwide / Mexico City, Mexico

- Created all regional BTL campaigns for BAT / Lucky Strike contributing in its growth of 150% SOM (from 0.6% to 1.5%).
- Lead the regional creative team to win a \$2MM annual contract in New York for Lucky Strike's regional BTL and Direct Marketing advertising.
- In charge of hiring and head up an industrial design and direct marketing three-member team focusing on creating a smokers database after the tobacco global ban, through direct marketing and loyalty programs.
- Collaborates in making Lucky Strike cigarettes the brand with the fastest growth penetration among all major cities of Mexico.

10 / 1998
3 / 1999

● Creative Copywriter

Ogilvy & Mather / Caracas, Venezuela

- Re-launching of Shell Lubricants portfolio achieving a 25% growth.
- Created specific advertising for Shell Lubricants, Tums, Tang & Kraft Mayonnaise.

10 / 1995
9 / 1998

● Creative Copywriter

Leo Burnett / Caracas, Venezuela

- Created all promotional campaigns for Philip Morris Marlboro achieving growth of 90% on a market fully dominated by local brands.
- Being the principal copywriter for Trade Marketing and BTL promotional team.

6 / 1992
9 / 1995

● Account Executive

Grey Group / Caracas, Venezuela

- In charge of strategic planning of the newly created Promotional Team of the agency.
- Customer service, administrative control, strategic support and account management.

★ GOAL

I want to add value to a recognized international firm as a complete Marketing and Advertising professional grown by FMCG brands. Specialized in Trade Marketing, Databases and Promotions.

Passionate about metrics and analytics, I strongly believe that "anything that can be measured can be improved". Digital Advertising expert handling large and small media investments.

🖋️ AUTHOR

Almoonac creator/author, a color horoscope which connects you with everyday positive energy.

+29,000 followers

+5,000 daily unique visits

+1,000 subscribers DB

⊕ BRANDS & INDUSTRIES WHERE I HAVE ADDED VALUE

- Aperol Spritz (Spain)
- Pringels (UK)
- Cacique Rum (Seagram's)
- Diplomatico Rum (Seagram's)
- Domecq (Casa Domecq)
- Johnnie Walker Portfolio (Diageo)
- Buchanan's (Diageo)
- Smirnoff (Diageo)
- Heineken (Brewery)
- Cerveza Aguila (Brewery)
- Cerveza Polar (Brewery)
- Pepsi (Pepsico)
- Tang (Kraft Foods)
- Lucky Strike (British American Tobacco - BAT)
- Camel (BAT)
- Dunhill (BAT)
- Marlboro (Phillip Morris)
- Real Mayonnaise (Kraft Foods)
- Heinz Brads (Heinz)
- Special K (Kellogg's)
- Ferrero Rocher (Ferrero)
- Lay's (Fritolay)
- Harina PAN (Empresas Polar)
- Maseca (Gruma)
- Toyota (Hispanic Miami)
- Fiat (Fiat de Venezuela)
- Shell Helix (Shell Lubricants)

🎓 ACADEMICS

9 / 1993
6 / 1996

● Bachelor Degree in Marketing & Advertising

Instituto Universitario de Nuevas Profesionales / Caracas, Venezuela.

Special mention to thesis "Cuentas con Murphy" (An operational manual for Account Executives based on Murphy's Laws).