

Personal information

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Permit: EU citizen – Swiss work permit C

JAVIER MATAS

Creative Marketer

ESFP - Energetic, extroverted, highly motivated, solution minded, data driven person who likes to constantly learn. Industrial Engineer with a master's in administration, business management and distribution paired with 12 years of experience in marketing. I'm seeking to align my career to my interest of well-being, sustainability and constant growth, while keep building strong relationships and putting skill set to good use.



SKILLS

HARD SKILLS

- Communicating Insights
- Strategy thinking
- Event coordination
- Design, visual arts, web design
- Digital marketing
- Data management and analysis
- KPI reporting

SOFT SKILLS

- Versatility / Fast learning
- Team player
- Creative thinking
- Building relationships
- Strong mediator

EDUCATION

- **Masters in Administration, Business Management and Distribution**
Universitat Autònoma de Barcelona
Barcelona, Spain / 2012
- **Industrial Engineer**
Universidad Simón Bolívar
Caracas, Venezuela / 2004-2010

CERTIFICATIONS

- **Sports Marketing**
Online 6-week course (Coursera)
Northwestern University – 2021
- **Marketing in a Digital World**
Online 4-week course (Coursera)
University of Illinois – 2021
- **Agile Marketing (ICP-MKG)**
ICAgile – 2019
- **UI Design Specialization**
Online 16-week course (Coursera)
University of Minnesota – 2018

LANGUAGES

- **English** (Native)
- **Spanish** (Native)
- **French** (Basic)

PROFICIENCIES

- Excel expert (developing macros)
- Expert in MS Office
- Google Analytics & AdWords
- Adobe Suite
- Affinity Designer

INTERESTS

- **Sports:** Triathlon, road cycling, trail running, hiking, fitness & personal coaching.
- **Health:** Nutrition, well-being, psychology & personal growth.
- **Art:** See my art project on Instagram [@SaintOpposite](https://www.instagram.com/SaintOpposite)
- **Music:** [Listen to my songwriting](#)

EXPERIENCE

CONSUMER EXPERIENCE BRAND MANAGER (Reduced Risk Products - HQ brand group)

JTI | Geneva, Switzerland | Oct 2019 – Present

- Led the development and deployment of a new global consumer segmentation, pioneering the first global portfolio strategy, used by all brands in the company.
- Created touchpoint messaging for UK and Ireland, shaping new product launch communications.
- KPI analysis and reporting on category trends and consumer research, to define brand positioning, pricing strategy, and launch strategy for the next product generation.
- Improved performance reporting, effectively consolidating 27 markets into a global view while providing actionable insights guiding top management.
- Designed KPI toolkit to implementing online customer satisfaction, effort score, retention rate and net promoter score.
- Managed team's budget, showing strong planning and negotiation skills.
- Conducted deep-dive competitor analysis identifying digital category trends and consumer needs, analyzing the opportunity for mobile app.
- Chosen as team agile ways of working leader.

MARKETING STRATEGY BRAND MANAGER (Winston - HQ brand group)

JTI | Geneva, Switzerland | Nov 2016 – Oct 2019

- Global portfolio KPI analysis to streamline SKU offer in 2 years, negotiating brand migrations with 20+ markets, reducing portfolio exceptions by 70%.
- Accelerated growth in key emerging markets, assigned to conduct marketing strategy workshops, achieving +25% consolidated volume growth in Brazil, Mexico, Georgia, Serbia, Morocco, Taiwan.
- Assigned single point of contact between international HQ and Asia Pacific (15 markets) and Global Duty Free, to implement new packaging rejuvenation, leading portfolio workshops & managing day-to-day operational requirements.
- Oversaw all global performance analysis providing key actionable insights.

MARKETING & DIGITAL MARKETING MANAGER

UZ Group | Caracas, Venezuela | 2014 – 2016

- Oversaw social media strategy, developing and managing bespoke content for SEO, brand ambassadors and Google AdWords campaigns increasing conversions by 20+% in 2 years.
- Created and implemented emailing and social media calendar, producing engaging content for Instagram and Facebook; emailing campaigns had an average 40% conversion rate.
- Responsible for web design for UZvillas.com (screens at javiermatasaparicio.com).
- Managed media partnerships, TV, radio and specialized online magazines
- Wrote storyboard and music for TV ad, (watch video at javiermatasaparicio.com). Ad aired for 6 months in 3 international stations.
- Created marketing strategy and campaigns. Highlighting graphic design and production of company catalog. (Visuals at javiermatasaparicio.com).
- Supervised and directed a team of 4: 2 software engineers, 1 marketing analyst and 1 sales representative. Building great interpersonal relationships.

PURCHASING MANAGER / E-COMMERCE MANAGER

Ama de Casa Retail Group | Caracas, Venezuela | 2013 – 2014

- Led portfolio optimization, reducing number of SKUs by 20% to increase portfolio rotation.
- Scouted and managed new suppliers to update previously stale portfolio.
- Responsible for the retail chain performance reporting.
- Directed the creation of the first E-commerce platform for the brand, designing and implementing the operation model & digital marketing calendar.
- Tracked online KPI's via Google Analytics; Online sales accounted for 10% of total sales.
- led both marketing and purchasing teams with 13 employees.

MARKETING COORDINATOR

Ama de Casa Retail Group | Caracas, Venezuela | 2010 – 2013

- Created new reporting system by connecting SQL data to a macro enabled excel automatic report showing all relevant data cuts to later provide insights to the organization. This changed the decision-making progress for the whole company.
- Created and implemented marketing campaigns, to accelerate sales by 40+% in applied months.