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JAVIER MATAS

Creative Marketer

ESFP - Energetic, extroverted, highly motivated, solution minded, multidisciplinary person who likes to constantly learn. Industrial Engineer with a master in Administration, Business Management and Distribution paired with 12 years of experience as marketing strategist, brand manager, e-commerce & digital marketer, as well as project manager seeking to change my career aligning it to my passion for sports, cycling, outdoors, health, nutrition, and constant growth, while to keep building strong relationships and putting skill set to good use.



SKILLS

HARD SKILLS

- Design, visual arts, web design
- Marketing campaigns
- Data analysis
- Communicating Insights
- Continuous Learning, fast and eager learner
- Project management
- Strong communicator
- Brand strategy
- Brand positioning
- Digital marketing

SOFT SKILLS

- Creative thinking
- Building relationships
- Energizing others
- Public speaking, engaging others
- Strong mediator
- Curiosity
- Charisma and humor
- Reliable and determined

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

EXPERIENCE

CONSUMER EXPERIENCE BRAND MANAGER (vapes & nicotine pouches - HQ brand group)

JTI | Geneva, Switzerland | Oct 2019 – Present

KEY ACHIEVEMENTS

- Nominated to lead the development and deployment of JTI's global consumer segmentation, as part of a cross-functional team. The resulting consumer segmentation has pioneered the first global portfolio strategy for JTI, empowering all brands to identify and understand target audience.
- Applying good marketing strategy skills, I was able to produce and roll-out a consumer experience management framework in UK and Ireland, relying on consumer centricity to shape communications for the new product launch in 2023.
- Studying category trends and consumer research, collaborated in brand positioning, pricing strategy, and launch strategy for the next product generation, deploying in UK and Ireland in 2023.
- Improved the performance reporting framework for Logic Vapes, resourcing to my data analysis and insight communication skills, effectively consolidating 27 markets into a global view, and providing actionable insights to guide top management and the rest of the organization.

KEY LEARNINGS

- Expanded my knowledge on consumer experience management by designing a KPI toolkit for implementing customer satisfaction, effort score, retention rate and net promoter score via mailing campaigns and e-commerce check out.
- Responsible for managing the team's budget, strengthening my planning and negotiation skills.
- Grew my knowledge in digital trends by conducting a deep-dive analysis on competitor's digital focus and digital consumer needs, crossing it with an internal assessment to analyze the opportunity of creating a mobile app bringing new device functionalities to consumers.
- Expanded on agile ways of working and tools when chosen as team leader to adapt to agile working (Scrum, Kanban board, daily stand ups, MVP mentality).

MARKETING STRATEGY BRAND MANAGER (Winston - HQ brand group)

JTI | Geneva, Switzerland | Nov 2016 – Oct 2019

KEY ACHIEVEMENTS

- Boosted my brand strategy and mediation skills by successfully streamlining the global portfolio in over 2 years, negotiating brand migrations with 20+ markets, reducing portfolio exceptions by 70%, achieving a more consistent global portfolio.
- Accelerated growth in key emerging markets when assigned to conduct deep-dive assessments defining the brand's 3-year portfolio strategy in each market, achieving +25% consolidated volume growth from markets involved (Brazil, Mexico, Georgia, Serbia, Morocco, Taiwan).
- Was reliable and built great relationships when appointed as single point of contact between international HQ and Asia Pacific (15 markets) and Global Duty Free, preparing and deploying a new packaging rejuvenation, leading portfolio workshops & managing day-to-day operational requirements.
- Oversaw all global performance analysis, investors relations presentations, and ad-hoc market & product analysis, guiding top management and the brand group with key actionable insights.

KEY LEARNINGS

- Improved my project management skills and assimilated a new international working environment, supervising strategic and communication partners, and orchestrating internal and external stakeholder while updating and deploying global brand portfolio strategies.

LANGUAGES

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

CORE VALUES

- Authenticity
- Creativity
- Passion
- Friendship / Relation building
- Work-Life Balance

TECHNICAL PROFICIENCIES

- Expert in MS Office
- Excel expert (developing macros)
- Google Analytics
- Google AdWords
- Adobe Illustrator / Photoshop / InDesign
- Affinity Designer

PERSONAL 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](#)
- **Music:** [Listen to my songwriting](#)

GALLUP® STRENGTHS

- Communication
- Winning others over
- Adaptability
- Activator
- Harmony

MARKETING & DIGITAL MARKETING MANAGER

UZ Group | Caracas, Venezuela | 2014 – 2016

KEY ACHIEVEMENTS

- Exploited my digital marketing skills by writing and outsourcing SEO content, managing 5 brand ambassadors (bloggers), handling Google AdWords campaigns increasing conversions by 20+% in 2 years; Designed and planned emailing and social media calendar and did graphic design for Instagram and Facebook content; emailing campaigns had an average 40% conversion rate.
- Evolved my graphic design and web design skills by doing the web design for UZvillas.com (screens at [javiermatasapario.com](#)), focusing in UX & UI best practices.
- Maximized my creativity when writing the storyboard for a TV ad, composing, and recording the background music (watch video at [javiermatasapario.com](#)). This campaign aired for 6 months in Sony Entertainment Television & Fashion TV, building brand equity, and growing my media advertising experience.
- Ideated a marketing campaign where I did the graphic design and handled production of a catalog showcasing the most impressive vacation villas. The catalog was distributed together with a complementary drink at high-end golf clubs & restaurants, building equity and opening direct communication with the target audience (visuals at [javiermatasapario.com](#)).
- Supervised and directed a team of 4: 2 software engineers, 1 marketing analyst and 1 sales representative. Building great interpersonal relationships.

KEY LEARNINGS

- Media advertising and negotiation, as I had the opportunity to manage the process of purchasing tv space and radio space for the company commercials.

PURCHASING MANAGER / E-COMMERCE MANAGER

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

KEY ACHIEVEMENTS

- Executed a portfolio optimization project, reducing number of SKUs by 20% to increase focus and shelf space for high rotation SKUs within 10 stores, simplifying purchasing operations.
- Scouted and negotiated 5 new suppliers, updating the product portfolio which was stale for the last 2 years before joining the company.
- Directed the creation of the first E-commerce platform for the brand, designing the operation model & digital marketing activation calendar. Operated the online store in Magento, tracked KPI's via Google Analytics; Online sales accounted for 10% of total sales after 1 year.
- Was privileged to lead both marketing and purchasing teams, counting with 1 E-commerce operator, 1 Marketing Analyst, 1 Purchasing Analyst and 10 retail Coordinators, relying on good relationship building and managing skills.

KEY LEARNINGS

- Applied financial reporting to understand discount's impact on profitability, refining the marketing calendar to assure year's end profitability, maintaining 30+% total margin as aimed by the organization.

MARKETING COORDINATOR

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

KEY ACHIEVEMENTS

- Delivered a new reporting system by making the most of my Microsoft Excel expertise. Sales data was stored in SQL; therefore, I created a macro that automatically updated and presented performance in the required data cuts. This report was then connected to a PPT where the data was presented visually, to provide insights behind trends. The tool changed the decision-making progress for the whole company, guiding management by providing performance insights for the first time.
- Deepened my creative thinking skills by designing seasonal campaigns, solving the issue of stale inventory, and increasing store traffic and sales by 40+% in some months. I ideated the campaigns' concept and made the visuals, PoS materials, and managed the printing and installation in stores.

KEY LEARNINGS

- The size of the company allowed me to get involved in all areas of the business, which gave me a wholistic understanding of the business, which I was able to use and get better results when developing any project.