



Javier Zagarese

Marketing manager

San Miguel de Tucumán, Tucumán Province, Argentina

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Languages

Spanish (Native)

English

About

COMMERCIAL MANAGEMENT • ECOMMERCE • MARKETPLACE • MARKETING • Professional with a solid track record in leading national and international companies. • Experience in management, planning and commercial execution, management of sales

BRANDS WORKED WITH

Estudio Motif

Flash Logistics and Postal

la Bruna

Sony

Tarjeta Sucredito

Unibet

Yuhmak

Experience



eCommerce Manager

Unibet | Jul 2021 - Now

1. Optimize online sales processes and take care of all aspects of the business.
2. Design a strategy and implement a customer acquisition and loyalty plan.
3. Management of multilevel strategies.
4. Development of new markets.
5. Define the OKRs & KPIs, do the daily/weekly/monthly management of the work dashboard.
6. Special attention to the product, advertising and marketing, the organization and logistics of sales.

BUSINESS ADVISOR / GRAPHIC DESIGNER

Estudio Motif |

COORD. DE MARKETING - PROYECT MANAGER

Flash Logistics and Postal | Jan 2019 - Jan 2021

1. Development of OKRs & KPIs.
2. Weekly board control.
3. Data analysis. (demographic, trend and A/B tests, heat charts, utm, campaigns)
4. Customer behavior analysis.
5. Qualitative knowledge of customers and their needs.
6. Identify growth opportunities.
7. Promote initiatives to improve experiences that add value to the customer. Personnel in charge: Three (3) Featured projects >> Campaign "Whatever you want, wherever you want" >> "We have Street" campaign.-



REGIONAL TRADE

Sony | Jan 2018 - Jan 2019

1. Implement sales plans and strategies.
2. Management of the work team and evaluation of the commercial board.
3. Organize commercial initiatives.
4. Respond to customer feedback and deal with customer complaints.
5. Be the link point between the sales department and distributors.
6. Establish business relationships with large chains.
7. Strategic and specific suggestions to increase sales volume. Personnel in charge: Six (6) Featured projects >> Homogenize and personalize product presentation for each Retail. >> Suggestion system for product rotation.-

MARKETING & E-COMMERCE MANAGER

Yuhmak | Jan 2017 - Jan 2018



MARKETING MANAGER

Tarjeta Sucredito | Jan 2016 - Jan 2017

MARKETING RESPONSIBLE

la Bruna | Jan 2013 - Jan 2015

