



# Abril Trujillo

Luxury Sales associate at Weekend MaxMara

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## Languages

- English
- Spanish

## About

Senior Sales Associate with extensive experience in customer service and stock management at Weekend Max Mara. Passionate about achieving sales KPIs and delivering high levels of customer satisfaction. Fluent in Spanish and proficient in English.

### BRANDS WORKED WITH

- Weekend Max Mara
- HERNANDEZ GARZA LOGISTIC, MEXICAN CUSTOMS BROKER
- KROM FORWARDING AGENT/KROM LOGISTICS
- CINEMAS CINEBOX

## Experience



### ● SENIOR SALES ASSOCIATE

Weekend Max Mara | Jan 2023 - Now

Assisted customers with the brand philosophy, service, and quality standards. Contributed to store KPIs by achieving individual and team objectives. Managed stock, including delivery intake, replenishment, and returns. Coordinated post-sales activities and elaborated monthly reports. Gained new clients, met conversion goals, and serviced existing clients. Ensured proper display and organization of merchandise. Delivered excellent customer service to ensure high levels of satisfaction.

### ● BUSINESS DEVELOPMENT MANAGER

HERNANDEZ GARZA LOGISTIC, MEXICAN CUSTOMS BROKER | Jan 2021 - Now

Developed seamless customer relationships and managed key B2B client portfolios. Liaised with colleagues and customers to ensure smooth operations. Supported customers via email and video calls, resolving issues promptly. Prepared and coordinated bids and supported the Marketing department with content creation. Handled customer queries effectively.

### ● BUSINESS ANALYST

KROM FORWARDING AGENT/KROM LOGISTICS | Jan 2016 - Jan 2019

CUSTOM BROKER, MEXICO CITY 2016 – 2019  
Coordinated and monitored the salesteam and provided 24/7 customer service. Created monthly and annual income/profit reports for the Commercial Department. Managed client portfolios and prospected new B2B clients. Followed up on freight bids and coordinated service proposals and pricing. Handled customer complaints and claims by engaging internal stakeholders. Updated customer status in business software. Assisted in the execution of Presidential Committee plans.

### ● MARKETING ASSISTANT

CINEMAS CINEBOX | Jan 2015 - Jan 2016

Supported the marketing team with various marketing mix activities. Assisted in creating promotional emails, flyers, and brochures. Negotiated with film companies for promotional collaborations. Participated in marketing campaigns across email, social media, and offline channels. Assisted in designing and producing online and offline brochures. Communicated with customers, captured requirements, and handled queries.

## Education & Training

2018

### ● Anahuac University

Diploma in International Trade,

2019 - 2020 ● **English school Speak Up.**  
Intermediate English Course,

2011 - 2015 ● **Cristobal Colon University**  
Marketing Strategy,