



Araceli Kou Estremadoyro

Marketing Commercial Manager

📍 London, UK

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Languages

English (Work Proficiency)

Spanish (Native)

About

Originally from Lima, Peru, after 5 years of working in sales and marketing I decided to move to London to study an MBA. Experience in digital marketing, sales strategy and marketing analytics in the beauty and personal care industry. Passionate about travelling and discovering new places.

BRANDS WORKED WITH

Belcorp

L'BEL

P&D Andina Alimentos

Experience

● Social Commerce Manager LATAM

Belcorp | Apr 2022 - Sep 2022

Management of digital marketing campaigns of commercial strategies or product launch through email, WhatsApp and push notifications, reassuring a 360 plan with other communication touchpoints.

- Led the design and execution of different journeys of marketing communication, identifying 3 new segmentations of clients, through customer research (CRM).
- Accomplished a correct implementation of WhatsApp messages with interactive buttons and automatic responses, increasing open rate from 80% to 85%.
- Increased in 7% number of customers that open communications and buy in the next week, while using the same budget by reducing to communicate only 1 strategy per message.

● Digital Seller Marketing Senior Analyst

Belcorp | Nov 2020 - Mar 2022

Responsible for the digital marketing strategy for consultants (clients) to make them more social sellers of our products.

- Collaborated with 3 brands to create the Digital Marketing Plan for launching campaigns (78% reach goals).
- Launched of a new Instagram Account (8k followers first month, goal 6k), managed online campaigns.
- Elaborated a customer journey of Digital Marketing for each campaign (18 per year) and country (12 in LATAM). Emailing, push notifications, WhatsApp (89% reach +17pp vs 2020, 74% open rate +33pp vs 2020).
- Presented results and plans of the Digital Marketing strategy to Country Directors, Marketing and Commercial teams (12 countries of Latin America).
- Coordinated the digital tool for consultants "Social Media Content" (+15% average purchase value).

● Peru Sales Analyst

Belcorp | Jul 2019 - Nov 2020

Peru, constant evaluation of KPIs.

- Co-created with corporate team a new payment method for the junior sales team, kick-off and implementation in Peru, decrease of expenses to sales ratio (-0.14pp vs 2019) and increase of high-value order (+6pp vs 2019).
- Created dashboards in Tableau with main KPIs of the Commercial Team for all regions and analysed data.
- Planned recruitment and turnovers of junior sales force, decreasing turnover ratio to 3% (-2pp vs 2018).
- Led two assistants and daily communication with Senior Sales Director and Regional Managers to elaborate sales strategies.

● Go To Market Intern

L'BEL | Jan 2018 - Jun 2019

- **Marketing Intern**

P&D Andina Alimentos | Mar 2017 - Sep 2017