

LEONARDO PALLOTTA

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02/02/77 - married

OBJECTIVE: MARKETING

QUALIFICATIONS

- Responsible for the growth of 630% in 5 years, leading Direct Talk to the position of market leader. Experience in Marketing Planning and Strategy, CRM concepts and implementation.
- Communication skills in social media and on-line communities (blog, fórum, etc...).
- Market studies and analysis skills, and Leads generation strategy.
- Manage relationship, communication, retention and loyalty skills with customers.
- Conduct multiskills team on CRM and corporate communities projects, focus on communication and relationship with the customer, including branding projects.
- Experience with implementation of internal technologies for HR, and also developing and giving internal training for top management team. The new processes and technologies served as a model for world-wide branch offices.

EDUCATIONAL BACKGROUND

MASTER DEGREE: IBMEC - São Paulo - SP [on course]
Certificate in Marketing Management - Jul / 07 - [396 hours]

BACHELOR DEGREE: Mackenzie University - São Paulo - SP
Business Administration - Dec / 99.

EXTRA-CURRICULAR: ESPM - São Paulo - SP
Marketing Intensive - Apr / 05 - [60 hours]

FGV - São Paulo - SP
Service Marketing - Jan / 04 - [6 months]

PROFESSIONAL EXPERIENCE

Nov 07 - **Gafisa S/A**
(Large Size National Real Estate Company)

Nov 07 - **Customer Relationship Coordinator**

- Review and organize the entire customer care department within the company
- Define Goals, Metrics and measures of success of Customer Care Department.
- Conquer brand "advocates", by growing your satisfaction level.

Jun 00 - Nov 07 **Direct Talk**
(Medium Size National Technology Company)

Aug 04 - **Marketing Manager**

- Developed and launched branding project;
- Developed the online community project, including corporate Blog and Forum;
- Developed the online strategy plan. Focus on qualified Leads generation;
- Launched/managed the concept of CRM for the whole company (Salesforce.com);
- Conceived/managed Direct Talk's loyalty/relationship program with customers. Composed with a set of practical actions focusing on retention and loyalty;
- Managed the bi-annual Customer Satisfaction Survey;

Jun 00 - Aug 04 **Relationship & Marketing Manager**

- Conducted Annual Strategical Marketing Plan;
- Planning and execution of the integrated communication strategy;
- Defined and conducted a new Customer Care and Aftersales structure;
- Developed a Customer Lifetime Value and Attrition Score program;
- Fortified the Brand Equity through internal program and customer interactions;

PROFESSIONAL EXPERIENCE *(continue)*

- Sep 98 - Jun 00 **American Express**
(Large Size Multinational Financial Company)
- Sep 99 - Jun 00 **HR Analyst - Planning & Development**
- Coordinated the implementation of new training courses;
 - Developed and conducted training for top management;
 - Lead the implementation of new processes and technologies in HR.

COMPETENCIES / CARRER DEVELOPMENT

During my professional career, I developed communications skills and used my professional experience on marketing. Participated in events and lectures related to marketing subjects, leadership, customer relationship, communication and quality.

With this focus, I developed myself and I could applied my abilities in the organization of events and marketing campaigns, communication with target market through public relations, blog publication on marketing management and severals articles published on communities online, management of the relationship with the customer, CRM and customer service technologies.

Congress & Events

- Marketing Show
- VII Fórum ABANET

Courses Facilitated

- Technology to Support Decision - CRM (Univ. Metodista de SP - Adm) SEP/05, MAR/06 e AUG/06
- Integrated Corporate infra-structures (Univ. Metodista de SP - Adm) AUG/05 e AUG/04
- Customer Care Quality (Direct Talk)
- The Value of Services (Direct Talk)
- Loyalty Basics Concepts (Direct Talk)
- How to implement CRM (Janssen-Cilag) FEB/02
- From Web Contact Center to Contact Center (1° Marketing Meeting - Voce S.A.) SEP/02
- Web Contact Center Basics concepts (UNIP - Administration) MAR/02
- Building on Your Hability (American Express) from Sep/98 until Jun/00

Courses & Training

- Branding: Managing brands to conquer market (20 hs - ESPM) JAN/07
- CRM: Best practices - Analytic and Operational (6 hs - SUCESU) MAY/06
- Developing Leadership (8 hs - Crescimentum) MAR/04
- Developing people and talents (Coaching e Feedback) (4 hs - Direct Talk) MAR/03
- Searching for commitment for results and abilities (Balanced Scorecard) (4 hs - DT) FEB/03
- Managing Ambiguity (4 hs - AMEX) NOV/99
- Effective Group Decision Making (4 hs - AMEX) NOV/99
- Improving Organization Effectiveness (8 hs - AMEX) APR/99
- Practicing Situational Leadership (16hs - AMEX) NOV/98

IT SKILLS

- Proficiency in Office Package;
- CorelDraw 12, Adobe Photoshop CS;
- Intermediate knowledge of editing graphical advanced Web pages and design.
- Wiki and Blog technologies skills.

FOREIGN LANGUAGE SKILLS

- English: Fluent

THE CENTER FOR ENGLISH STUDIES (C.E.S.) - (Internacional House, New York - N.Y.C.)
Period: JAN/98 - JUN/98 TOEFL: 548 points

- Spanish: Advanced

Online Resume: www.groundz.com.br/cvleo

Marketing Personal Blog: emarketingvox.blogspot.com

Entrepreneur Personal Project: Santo Casamenteiro (www.santocasamenteiro.com.br)