

Vicente Fernandez

(352) 278-1865 | vicentfs94@gmail.com | 424 10th St, Huntington Beach, CA 92648

PROFESSIONAL SUMMARY

Strategic E-Commerce analyst committed to uncovering and resolving big-picture business challenges. Listens attentively, analyzes thoroughly, and builds solid relationships with colleagues and clients. Conducts trend analyses and builds innovative new models to enhance business processes.

SKILLS

- Customer engagement
- Business growth
- Data Visualization
- Storytelling
- IRI / NIELSEN / NUMERATOR

EXPERIENCE

Brand Partnerships

INSTACART, 2021 - Current

- Cultivate relationships with executives at emerging brands to uncover business needs and drive adoption of Instacart's suite of e-commerce solutions, owning all aspects of the sales cycle.
- Currently manage a book of 35 brands that generate \$35M GMV per year.
- Run data analyses via Tableau, Periscope, and Excel to analyze the ROI of customer media spend, ultimately creating compelling visualization to share with executives to drive incremental budget
- Lead weekly, monthly, and quarterly business reviews with top accounts to understand total business performance on Instacart, identifying trends and white space through data

Sales Strategy Analyst

HORMEL FOODS, 2021 - 2021

- Listened to customer requests and specifications and made suggestions to appropriately fulfill needs.
- Analyzed competitive market strategies through analysis of related products, markets, and share trends.
- Strategized alternative procedures based on collected data for key CPG accounts like Albertsons, H-E-B, and Starter Brothers.

Senior Sales Representative

HORMEL FOODS, 2019 - 2021

- Collaborated with cross-functional teams to create business plans that will support Hormel initiatives as well as the customer's goals
- Utilized skillset from analytics training to make strategic, actionable recommendations to drive sales for Hormel and customers
- Ensured that the team's spending was within the budget but also tracked spending efficiency on promotions.

EDUCATION

Bachelor of Arts: Business Administration

UNIVERSITY OF FLORIDA, Gainesville, Florida, May 2019