



HAYDEE VEGA

MARKETING & SOCIAL MEDIA CONSULTANT



ABOUT ME

Graduated from Universidad Anáhuac, with a Marketing degree and MBA master (2015), 8 yrs experience in brand management, B2C and B2B. Syrup Collective founder (2011), dedicated to Digital Marketing and Communication Solutions.



INTERESTS

- Marketing Strategy
- Social Media
- Digital Marketing
- Business Development
- Branding



SYRUP EXPERIENCE

Femelle One • Huawei • Nutella • Malvestida
Rich's Products • Frontón México • Naturgy

PAST EXPERIENCE

Rich's Products (09/2001 - 11/2011)

Brand Manager (Bettercreme / Helamix)

- Business evaluation for new categories. Ice-Cream Mix (1st year searched SOM 3%=1.4MM)
- Migration to local factory of the 2º best sold SKU in record time -4 months- and annual savings of 1.5MM

Heineken (06/2006 - 08/2007)

Jr. Brand Manager On-Trade

- Sales Strategies to support market penetration
- Communication Strategy
- On-Trade activities, sponsorships and special events

Alberto Culver (09/2004 - 01/2006)

Brand Assistant (VO5 & Get Set)

- Forecast system implementation
- Brand image renovation
- Cost reduction (2% margin growth)
- Introduction of low tier hairdressing brand in US market

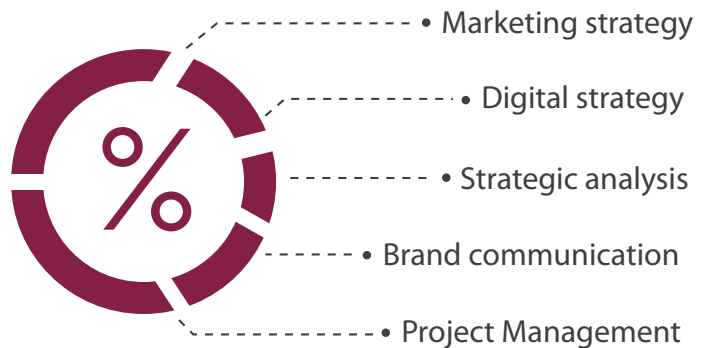
Sara Lee Branded Apparel (04/2003 - 07/2004)

Brand Assistant (Hanes Intimates)

- Socks category launch and retail listing
- Sales push strategies planning and implementation
- New season presentation to clients planning



PROFESSIONAL SKILLS



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